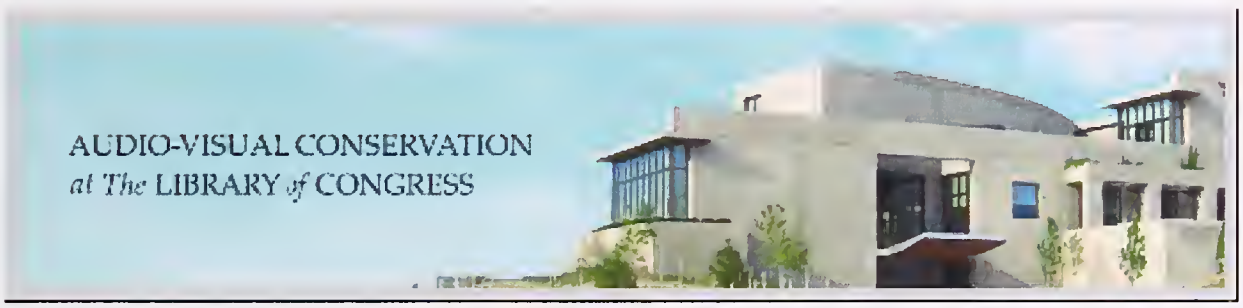
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PUBLISHER'S BINDING

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 74. NO. 65 NEW YORK, U. S. A., THURSDAY, OCTOBER 1, 1953 TEN CENTS

Canada Gross For '52 Over $100,000,000

Box Office at New High; Taxes, $13,000,000

TORONTO, Sept. 30.—The Canadian Government today disclosed that the total annual box-office gross of all film theatres in the Dominion was slightly more than $100,000,000 in 1952, according to preliminary tabulations, compared with $96,000,000 in 1951. This is the first time in Canadian theatre history that the hundred-million-dollar mark has been surpassed. In addition to theatre revenue, the patrons last year paid $13,000,000 in amusement taxes, compared with $11,374,000 in 1951.

There were approximately 3,000 theatres of all types at the end of 1952 and the Government report observed that although drive-ins had shown a relatively large increase for the fifth time, the total revenue from this type of theatre represented six per cent of aggregate gross.

Half-a-Billion in Technical Aids at SMPTE Meeting

Technological improvements and changes in motion pictures and television which may add up to half a billion dollars or more are on the agenda for the 74th semi-annual convention of the Society of Motion Picture and Television Engineers, opening its five-day session at the Hotel Statler in New York on Monday.

Some 40 to 50 per cent of this
(*Continued on page 3*)

Cinerama's 'Party' Marks 1st Birthday

General Omar Bradley and Lieutenant General W. A. Burress were invited guests at last night's anniversary celebration at the Warner Theatre here, celebrating the first birthday of "This Is Cinerama" on Broadway.

Others invited were Celeste Holm and Claudette Colbert, who were scheduled to be on hand to greet the group of returned prisoners of war from Korea who received special invitations for the party, which took place at the conclusion of last night's performance. Hosts were Si. H. Fa-
(*Continued on page 3*)



ANTHONY QUINN starts production today in Rome in the title role of "ATTILA, SCOURGE OF GOD," it was announced by the noted Italian producers, Ponti-De Laurentiis. This spectacle story of history's most dread invader is being shot in TECHNICOLOR and for wide-screen exhibition. It is skedded for 1954 U.S. release. (*Advt.*)

Corwin to Europe on MPA Project Soon

Preliminary steps to establish a public relations program in France, Italy and Germany on behalf of the American film industry will get under way shortly with the departure to Europe of Al Corwin, of the public relations staff of the Motion Picture Association of America and the Motion Picture Export Association.

Corwin plans to leave here for Frankfurt, Germany, on Tuesday. There, he expects to confer with Marc Spiegel, MPEA European manager,
(*Continued on page 3*)

BOT Ready with 25 TV Sets by Oct. 24

Twenty-five theatre television sets for leasing will be available by Oct. 24 under Box Office Television's newly-announced policy, it was disclosed here yesterday.

The policy, especially aimed at smaller theatres, calls for the leasing of TV equipment at "a nominal fixed fee" for any theatre television shows that are accepted. The current BOT attraction, telecasts of the Notre Dame home football games, kicks off Oct. 17.

William P. Rosensohn, BOT vice-
(*Continued on page 3*)

"The Living Desert"

[*Walt Disney*]

IT is said that some publishing companies often bring out a text book for the sole purpose of making a contribution to science or culture, with the monetary possibilities a secondary consideration. In a sense, it might be said that Walt Disney has followed that procedure in delivering "The Living Desert," but there is one definite departure from the publishers' line of reasoning. Disney, in offering this picture, certainly is making a contribution to the industry as a whole, but "The Living Desert" stacks up as a sure-fire money-maker. Perhaps it will require some special handling to attract the initial audience, but once that audience has been attracted, word-of-mouth advertising should do the rest.

Under present plans, the Disney organization will place the picture in specially selected theatres with the campaign slanted at specially selected audiences. Disney is a smart showman and perhaps he knows best. But judging from the comments of a very critical preview audience, this picture can play almost any type of theatre and can thrill patrons
(*Continued on page 6*)

Allied's Policy On Arbitration May Cue TOA's

Starr Says TOA Board Will Discuss Subject

The decision of Allied's board of directors on whether to pursue an arbitration system "could very well" determine what stand the Theatre Owners of America will take on the subject, Alfred Starr, TOA president, said here yesterday. Starr stated that the TOA board definitely will take up the issue of arbitration at its executive session which will be held in Chicago preceding the organization's national convention at the Conrad Hilton Hotel, starting Nov. 1.



Alfred Starr

Wilbur Snaper, Allied president, revealed here on Monday that Allied directors would discuss the question of whether
(*Continued on page 6*)

Achievement Awards To Be Given Today To Fabian, Rosen

PHILADELPHIA, Sept. 30.—Zone managers of the Stanley Warner Corp. will present S. H. Fabian, president, and Sam Rosen, executive vice-president, with "Man of Achievement" awards here tomorrow in recognition of aggressive leadership.

Making the actual presentation on behalf of the Philadelphia personnel will be Martin Quigley, publisher of
(*Continued on page 6*)

Amend Complaint in $87,690,000 Suit

An amended complaint in the $87,-690,000 Skouras Theatres anti-trust suit against distributors and circuits was served on the defendants here yesterday.

The amended complaint, which pares down the original brief from 124 to 33 pages, adds Loew's and 20th
(*Continued on page 6*)

Personal Mention

ARTHUR B. KRIM, United Artists president, will leave New York by plane tomorrow for the West Coast.

•

MARTIN SHAPIRO, son of BOB SHAPIRO, Paramount Theatre executive manager, has left here for Syracuse University.

•

ARTHUR MCNAMARA has been named managing secretary of the Canadian Association of Equipment Distributors.

•

DONALD KIRKLEY, screen and stage reviewer for the "Baltimore Sun," has been relieved of those duties to write a television column for the paper.

•

J. ROBERT HOFF, Ballantyne Co. executive vice-president, has left Omaha for Buffalo on the first leg of an Eastern trip.

•

MEYER HUTNER, 20th Century-Fox associate publicity manager, returned to New York yesterday from Pittsburgh.

•

LEON ROTH, United Artists publicity liaison with independent producers is the father of a daughter born to MRS. ROTH Sept. 19.

•

JOSEPH A. WALSH, Paramount Pictures branch operations manager, returned here yesterday from Pittsburgh.

•

SHIRLEY COHEN, Carroll Pictures secretary, is in Manhattan General Hospital, where she underwent an appendectomy.

•

MILTON DUREAU, independent distributor of New Orleans, has returned there from New York.

•

SCOTT LETT, sales manager of Howco Productions, Charlotte, has returned there from New Orleans.

•

PANDRO S. BERMAN, M-G-M producer, has returned to Hollywood from London.

•

MIKE DE LISIO, of the M-G-M publicity department, has left here for a vacation.

•

MILTON KRIMS, director, and ERROL FLYNN, arrived in New York on Tuesday from Italy.

•

O. G. GRYDER, of Talgar Theatres, Jacksonville, has returned there from North Carolina.

•

W. O. WILLIAMSON, Warner district manager in Atlanta, has returned there from Jacksonville.

•

EDWARD MOREY, Allied Artists vice-president, left New York on Tuesday for Boston.

•

NORMAN JACKTER, Columbia Pictures branch manager in Albany, N. Y., was in Watertown from there.

Review

"So Big"

(Warner Brothers)

THERE are tears and laughter in this picture. Human beings, their joys and sorrows, fill the screen in a story which is broad and rich. Most of the ingredients for excellent box-office returns are contained in this Warner release and they should pay off handsomely.

Topping the cast is Jane Wyman, a marquee name with a big following. Her role in "So Big" should win her new fans.

This adaptation of the Edna Ferber novel of the same title attempts to tell the story of what made America grow, in terms of people. And it does so in a large measure successfully. It is because of this basic approach that the picture should find a wide audience. An audience, incidentally, which will come out of the theatre with a good feeling, a glow left after participating in a rich experience. There are weaknesses in the picture, weaknesses in this reviewer's opinion, which grow out of crowding too much in one film. But these weaknesses are minor compared to the overall impact of the picture.

The flashback device is employed at the outset. It picks up the story of a young woman, Miss Wyman as Selina, being left penniless and alone after the death of her father. But this young lady, although used to wealth, utilizes her pluck to adjust. She becomes a school teacher in a Dutch settlement outside of Chicago known as "New Holland." There, she boards with the Pool family, becomes involved in their lives, especially the life of their gifted young son, Roelf, played extremely well by Richard Bemer. At a church social she meets Pervus DeJong, played by Sterling Hayden, a hard-working Dutch farmer, and marries him. And again she is successful in assuming a new role, that of a wife and mother.

Most everything she touches, most everyone she becomes involved with, is enriched by the vitality of her personality. Throughout the story, her undercurrent approach to life, taught to her by her father, that there are only two types of people that count, the "emeralds" and the "wheat," is brought to the fore. The "emeralds" are the people of talent and the "wheat" are the people who work, descriptions which will be passed along by the thousands who will see this film.

The story winds up with her son, portrayed as an adult by Steve Forrest, finally coming around to his mother's way of thinking, after an unsuccessful courtship of Nancy Olson, a talented artist. The story outline does not do justice to the film for it leaves out the human ingredients, the struggle of the farmers, the feeling of falling in love, the get-together at a church social, which make this a very worthwhile picture.

Others in a very competent cast include: Elisabeth Fraser, Martha Hyer, Walter Coy, Tommy Rettig, Roland Winters and Aucquest Aubuchon.

Henry Blanke produced, while Robert Wise directed, from a screenplay by John Twist.

Running time, 101 minutes. General audience classification. Release date, Oct. 31.

MURRAY HOROWITZ

Report on the status of

3-D

The HERALD INSTITUTE of Industry Opinion

The results of a fact-finding survey, and the combined thinking of the industry on the outlook for 3-D features, will appear—

in this week's issue of

MOTION PICTURE HERALD

Schwartz Hails Bow Of CinemaScope

Sol Schwartz, president of RKO Theatres, acclaims CinemaScope as having "indeed opened wonderful new vistas for the motion picture industry" in a letter to Spyros Skouras, 20th Century-Fox president, commending the latter on the introduction of the anamorphic process and its "fabulous success."

"Without your untiring efforts," Schwartz wrote, "CinemaScope could not have been born as a shining star to guide our industry to goals it has never before achieved."

US Film Firms Step Out of Dutch Bond

American distributors today served notice of their withdrawal from the Dutch Bioscoop Bond, following a long-standing dispute over rental terms, it was disclosed here by the Motion Picture Export Association.

The withdrawal, which is tantamount to vacating the market, takes effect as of Dec. 31. An MPEA spokesman here held out the possibility that an agreement may be reached before the withdrawal takes effect.

Agreed on 3-D Films

The dispute centers around Dutch insistence to retain the percentage limit of 32½ per cent rentals on American films, while U.S. firms seek 35 per cent on straight deals and a sliding scale of 17½ per cent to 40 per cent on percentage arrangements. The Dutch agreed to negotiate on 3-D films and panoramic pictures.

Meanwhile, it was disclosed that a meeting of MPEA foreign managers will take place here tomorrow presided over by MPEA president Eric Johnston.

Chi. Grand Relieved Of 2-Week Limitation

By a court order signed in Chicago yesterday, the RKO Grand Theatre in that city was given permission to bid, negotiate and contract for pictures for an unlimited run.

This action came as a result of litigation commenced by the Grand to free itself from the two-week limitation imposed a number of years ago in the Jackson Park case. A further hearing in the case is scheduled for some time in November.

End Segregation at S-W and K-B Houses

WASHINGTON, Sept. 30. — The Stanley Warner circuit and K-B Neighborhood Theatres here have issued orders banning racial segregation in their Washington area theatres.

The action came following the disclosure earlier in the week that the three local Loew's theatres have been operating on a non-segregated policy since last spring.

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SMPTE

(Continued from page 1)

cost figure applies to new dimensions, 3-D systems and stereophonic sound apparatus for motion pictures, the rest to color television, theatre TV and subscription television, and a few other new communications developments.

Among the corporations represented at the convention, all sessions of which will be open to representatives of financial and marketing management as well as to engineers, will include Eastman Kodak, RCA, Minnesota Mining & Manufacturing, Wollensak Optical, Bendix Aviation, Westinghouse, Westrex, General Precision, DeVry, General Electric, National Broadcasting, Philco, Motorola, American Telephone and Telegraph, Bausch & Lomb, Polaroid, Wolff Studios, Cinerama, Mole-Richardson, National Carbon and Dr. Edgar Gretener, A.G., of Zurich, Switzerland. Government organizations to be represented at the meeting include the National Film Board of Canada, the U. S. Signal Corps Pictorial Center, U. S. Naval Photographic Center; also the National Radio Institute and the University of Rochester.

Monday-thru-Friday Meeting

The convention will run from Monday through Friday. Because of the unusual number of subjects to be covered this year, arrangements have been made to run two different sessions on Wednesday simultaneously. One will deal with television—color and film reproduction in the morning, theatre TV and kinescope in the afternoon—while the other meeting will be an all-day public forum on stereophonic sound.

Radio City Music Hall Glee Club of 30 voices, Lester Lanin and his dance orchestra and lyric tenor Bobby White will be featured performers at the convention of the Society of Motion Picture and Television Engineers at the Hotel Statler next week.

Name Committeemen For SMPTE Meet

Appointment of three members of the luncheon and banquet committee to work on arrangements for the meetings of the Society of Motion Picture and Television Engineers convention here next week was announced yesterday by Emerson Yorke, chairman.

John Stott, vice-president of Du-Art Laboratories, will serve as luncheon and banquet sales manager. John McCullough, director of conservation of the Motion Picture Association of America, will be luncheon liaison, and Vincent Gilcher, technical director of Radio City Music Hall, will be in charge of sound.

SMPTE to Consider New Light Formula

A new electrolytic formula which may make it possible to make motion pictures with 50 per cent less light will be among the items for consideration by the Society of Motion Picture and Television Engineers at its 74th semi-annual convention which gets under way at the Statler Hotel here on Monday.

Other topics on the agenda include dubbing techniques which synchronize practically any dubbed-in language to the lip movements of the actors on the screen, a new television film scanner which is said to offer better reproduction of both black-and-white and color motion pictures on home television sets, and the latest information on four-track magnetic striping reproduction. Because of the industry-wide interest in stereophonic sound, a special added all-day session open to the public has been scheduled for Wednesday, concurrent with the regular Wednesday meetings.

The convention gets under way Monday with a luncheon meeting at which motion picture and television industry leaders, representing all phases of their media from financial management to sales, production and exhibition, will hear a keynote address by Henry J. Taylor, radio commentator and news analyst.

Mexico Owners Must Use French Glasses

MEXICO CITY, Sept. 30.—Exhibitors here are less enthusiastic about playing third-dimension pictures because they fear the recent order of this City Amusements Supervision Department that they must provide spectacles fresh and free will stand. That fear stems from the rejection by a Federal court here of the injunction suit against the order brought by Mrs. Rosa Elena Cavidies, concessionaire for the spectacles. The court agreed with the Department's reason of eye infection for insisting upon fresh spectacles for each 3-D patron. Exhibitors had been renting glasses for 12 cents, refundable upon return.

Special TV Film Deals Decried

A call for the elimination of "under-the-table" deals for television films was issued here yesterday by Edwin H. James, senior editor of "Broadcasting Magazine," in an address at a luncheon given by the National Television Film Council in honor of Mel Gold, founder and NTFC board chairman.

James forecast the stabilization of the number of TV stations on the air in the U. S. by 1955. Such stabilization, he said, underscores the need for TV film distributors to end the practice of making special deals below the quoted price.

Dr. Alfred N. Goldsmith, chief consultant to RCA, who was toastmaster for the occasion, read many telegrams paying tribute to Gold.

WB Given All Rights To 'Helen of Troy'

HOLLYWOOD, Sept. 30. — Final arrangements have been completed whereby all rights and interests in the script and production of "Helen of Troy," formerly scheduled for production by Ponti de Laurentiis of Italy, have been acquired by Warner Brothers for immediate production in Rome.

Jack L. Warner, who recently returned from Rome, stated that a budget of approximately $6,000,000 has been set for the picture and that production will start immediately at the Italian Cine Citta studio. Production of "Helen of Troy" has been delayed, he said, because of the fact that the de Laurentiis production of "Ulysses" still is some weeks from completion. Warner confirmed his company's plans to film the picture in wide-screen WarnerScope and in WarnerColor.

Ferguson to Talk at Michigan Allied Meet

DETROIT, Sept. 30.—An address by United States Senator Homer Ferguson will be the highlight of the industry meeting for exhibitors at the annual election and conference of Michigan Allied on Oct. 29. Addresses by Robert Coyne of COMPO, on "The Admission Tax Campaign," and by Wilbur Snaper, president of national Allied, on "Trade Practices," will precede the Senator's speech.

After luncheon at the Hotel Statler, delegates will view "The Robe," which is being featured at the Fox Theatre with CinemaScope. Entertainment with dinner will follow at the Elmwood Casino in Windsor.

TV to Be Offered Old Goldwyn Films

Howard Pictures, headed by Mrs. Samuel Goldwyn, reportedly will offer a group of old Goldwyn pictures to television networks within the next few weeks, with Manny Reiner, Goldwyn's foreign sales manager, expected to handle the negotiations. Reiner currently is in Europe but presumably will start on the sales project when he returns here in about two weeks. He was formerly sales manager for L. G. Cowan Television Productions and sales vice-president for PSI-TV.

It is reported that the list includes titles released as far back as the early 1930's.

Goldwyn Productions officials here could not be reached yesterday for comment on the report.

Japan's Crown Prince Honored by AMPP

HOLLYWOOD, Sept. 30. — His Imperial Highness Crown Prince Akihito of Japan was honored today by the Association of Motion Picture Producers at a luncheon held in the MGM studio attended by 200 representatives of the major studios, Hollywood guilds and unions, civic officials and stellar talent. AMPP Board Chairman Y. Frank Freeman presided at the speakers' table, and George Murphy emceed the entertainment.

Virginia Van Upp Signed by Republic

HOLLYWOOD, Sept. 30.—Republic Pictures has contracted with Virginia Van Upp to write and produce "Big Whisper," a story concerning operation of the German underground, in Germany. The deal, concluded with H. N. Swanson, representing Miss Van Upp, is the first under the studio's recently announced direct-financing policy.

Technicolor Dividends

A dividend of 25 cents a share on Technicolor's new $1 per share common stock and 50 cents a share on the old no-par common that was not exchanged was announced here yesterday by Dr. Herbert T. Kalmus, president, following a board meeting. The dividends are payable on Oct. 26 to stockholders of record on Oct. 19.

BOT Ready

(Continued from page 1)

president, said that he will announce the fee in his address on Monday to the Allied convention in Boston. BOT, he added, has taken two booths at the convention in order to demonstrate its equipment, specially made for smaller theatres.

He said following the Oct. 24 date, there will be 25 theatre TV sets available monthly thereafter. The total number to be made available, he pointed out, will depend entirely on demand.

The BOT plan, which eliminates the outlay of capital by theatres for the purchase of equipment, calls for two types of equipment. For large theatres, regular RCA projection equipment will be used. For smaller theatres, BOT's specially designed equipment will be completely portable and will require no installation cost. The plan was established, according to Rosensohn, to increase substantially the number of theatres that will be able to handle any forthcoming closed circuit shows.

Corwin to Europe

(Continued from page 1)

who is currently in Holland negotiating with the Dutch. The Tuesday departure date will depend on Spiegel's availability in Frankfurt, it was stated.

The project, originated by MPAA president Eric Johnston in light of the importance of the foreign market, calls for the retention of a public relations man in each of the three countries to correct misinformation about the American film industry and create a favorable climate of opinion for American films. Corwin is expected to be abroad from six to eight weeks.

Cinerama Party

(Continued from page 1)

bian, president of Stanley Warner, and Lowell Thomas, co-producer of the picture. Others slated to be on hand were Fred Waller, inventor of the process, and Lester Isaac, exhibition manager for S-W Cinerama Corp.

South American Trip Started by Baldwin

Plans for the installation of CinemaScope and widescreen equipment in South America and the West Indies will be discussed by A. F. Baldwin, vice-president and export manager of National Theatre Supply, who has begun an extensive trip through Brazil, Colombia, Venezuela, Mexico and the Indies.

Eighteen CinemaScope installations already have been sold in Mexico, Baldwin said before leaving on the trip. Acceptance of the new processes, he added, is widespread South of the border and is steadily increasing in all sections.

WB Signs Brando

HOLLYWOOD, Sept. 30.—Marlon Brando has been signed by Jack Warner, vice-president of Warner Brothers in charge of the studio, to star in "Mr. Roberts," it was disclosed here. It marks Brando's return to WB after a two-year absence, since he starred in "A Streetcar Named Desire."



"SoB
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WARN
EDNA
PULITZ
"S
STARRING
JANE WYMAN
STERLING HAYDEN

"Big" has the finest performance actress since 'Johnny Belinda'!

"Big" is the prize-winner of all the Edna Ferber novels that become screen smashes!

"Big" is very, **very** big!

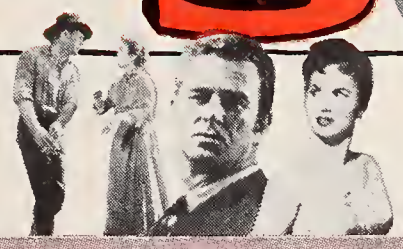


WARNER BROS. PRESENT

FERBER'S

GREAT PRIZE NOVEL

"Big"





NANCY OLSON

WITH STEVE FORREST ELISABETH FRASER · MARTHA HYER · WALTER COY · RICHARD BEYMER · TOMMY RETTIG
ROLAND WINTERS · JACQUES AUBUCHON SCREEN PLAY BY JOHN TWIST MUSIC BY MAX STEINER
PRODUCED BY HENRY BLANKE DIRECTED BY ROBERT WISE

THIS PICTURE ALSO CAN BE EXHIBITED ON
WIDE SCREENS

Arbitration

(Continued from page 1)

they should resume negotiations for an arbitration system at their three days of sessions prior to the opening of the Allied convention in Boston starting on Monday. The Allied board is scheduled to start its meetings tomorrow.

Starr would not comment on the possibility of TOA withdrawing from further arbitration meetings if Allied dropped the matter completely. He only indicated that Allied's position could have a bearing on TOA's arbitration policy.

The TOA president, who was here in connection with convention plans, said that trade practices would receive "a lion's share of attention" at the conclave. These practices, he said, in addition to arbitration, will include film rentals, print shortages, the Senate Small Business Committee hearings and other subjects that are described as serious problems for exhibitors.

Starr said that efforts were being made to attract exhibitors who never have attended a national TOA convention before, as well as those who have attended infrequently. "These exhibitors," he said, "should make attendance this year a must. They owe it to themselves, to TOA and to the industry."

Registration Is Heavy

The heavy advance registration indicates that the 1953 convention will be the greatest in industry history, Starr said, asserting that it is particularly significant that the trade show, which this year is being combined with that of the Theatre Equipment and Supply Manufacturers Association, has been completely sold out. Starr said that probably the most important phase of the convention will be the TOA-TESMA equipment and new processes forum and the general meeting of theatre concession buyers and supervisors.

"The nation's leading experts in theatre equipment, supplies and new processes will be on hand at the equipment forum to answer any questions the exhibitors may have," Starr said. "If the answers to our current problems are available, they'll be found in Chicago."

Starr returned to his Nashville home late yesterday.

Grainger Arrives in Paris for Confabs

PARIS, Sept. 30.—J. R. Grainger, president of RKO Pictures, has arrived here for sales conferences with Joseph Bellfort, RKO Continental manager, and executives of the French staff. He is accompanied by Al Crown, foreign manager.

Maurice and Frank King have also arrived from Munich, Germany, where they are completing cutting of "Carnival Story," for RKO.

'Chicago Tribune' to Hail 'Luther' Sunday

CHICAGO, Sept. 30.—The "Chicago Sunday Tribune" for this coming Sunday, Oct. 4, will feature a full-page picture story on the film "Martin Luther," now showing at the Loop. The page will be on the back of the first section.

"The Living Desert"

(Continued from page 1)

whether they are bobby-soxers or college professors with Ph. D degrees. It is the first in Disney's "True-Life Adventure Series."

The late Douglas Fairbanks used to incite spine-tingling emotions with his swashbuckling swordmanship. But it is doubtful if the fictional gallantry of Fairbanks' characterizations could ever match the real-life, fight-to-the-death combats of the desert creatures that are seen in "The Living Desert." To use two very trite expressions, here is stark realism; here is nature in the raw.

Filmed in color by Technicolor in the Arizona desert, the picture has no cast except the animals, reptiles and birds that live there. Darwin's theory of "the survival of the fittest" is given visual proof. To describe each of the fights for survival would take many columns, but a few that stand out can be summed up. There is the Kangaroo Rat mother which defends her young by kicking dust in the eyes of an invading snake; the chase after a trespassing bob cat by a family of javelinas; the mortal combat between a hawk and a snake; a battle between two male turtles for the love of a feminine observer; the ferocious duel between a pepsis wasp and a tarantula, and a fight-to-the-finish between a pair of shiny male beetles. A highly amusing episode is a courtship dance by two scorpions, appropriately set to the music of a hillbilly square dance.

Rarely, if ever, have the cameras captured such natural dramatic moments. To photographers N. Paul Kenworthy, Jr., and Robert H. Crandall must go most of the credit for the footage, with additional photographic praise going to Stuart V. Jewell, Jack C. Couffer, Don Arlen and Tad Nichols for their contributions. A fine narration script was prepared by James Algar, who also directed, Winston Hibler and Ted Sears, with Hibler doing a good job of narrating. The music, too, adds much to the enjoyment of the film, thanks to musical director Paul Smith and the orchestration by Edward Plumb.

Credit sheets which are handed to critics attending previews sometimes distort the true ingredients of a picture. But in this instance the film can be summed up in these few lines from the "The Living Desert" credit sheet. "In material and presentation, in thrills and marvels and revelations, Disney achieves a spectacular piece of informative entertainment beyond any previous chapter in his pictorial book of nature." That summarizes modestly, believe it or not, "The Living Desert."

As a curtain raiser, Disney is attaching a delightful animated cartoon titled "Ben and Me," which is a mouse's conception of the career of Benjamin Franklin. While it is entirely foreign to the theme of "The Living Desert," it sets a good mood.

Running time, including "Ben and Me," 90 minutes. General audience classification.

AL STEEN

Polaroid-Depix Case To Get Early Trial

BOSTON, Sept. 30.—In an opinion handed down today in the patent infringement and trademark violation legal action between the Polaroid Corp. and Depix Corp., Federal Judge George C. Sweeney in U. S. District Court here held that because of the involved and technical nature of the issues, he could not grant Polaroid's motions for a preliminary injunction and summary judgment.

Depix Started Action

However, because of the substantial sums involved, Judge Sweeney said that he would order the case tried as promptly as possible.

The action was initiated by Depix, filing suit for patent infringement against Polaroid. The latter filed a counter-claim of the same nature, and for violation of the trademark law.

"The adjudication of the rights of the parties must be determined prior to taking action which might be prematurely damaging to either party," the court said in its opinion.

Zeppelin Transferred

H. V. Zeppelin, formerly manager of Westrex Corp.'s subsidiary companies in Japan, China, and Argentina, has been transferred to the Far East. While responsible for Westrex operations in the Philippines, Zeppelin will also supervise the installation and servicing of Westrex recording equipment in studios in the Western Pacific areas.

Nord to Use Color For Allied Show

The first Eastern demonstration of the Nord 3-D system utilizing color film will be held Monday in conjunction with the national convention of Allied States Association in Boston, it was disclosed here. Previous demonstrations in the East employed black and white films for the system which uses only one projector and one camera.

Cost to Be Outlined

The Boston demonstration will be held at the Exeter Street Theatre. On hand for the show will be Nathan Supak, president of Nord Process, Inc., of Minneapolis; Roy Clapp, inventor, and Edward Lachman, sales manager. Exhibitors will be told the cost of the Nord projection unit and the probable number of pictures that will be available in the Nord system, it was stated. Nord demonstrations employing Technicolor and Eastman color were scheduled on the Coast yesterday at the studios of Paramount and Columbia.

Williams Joins Century

Rollo Gillespie Williams, designer of lighting installations as well as author of textbooks and articles on the subject, has joined the sales engineering division of Century Lighting, Inc., as color lighting consultant. In addition, he will concern himself with the application of lighting to theatres, television studios and various display installations.

Achievement

(Continued from page 1)

Motion Picture Herald and MOTION PICTURE DAILY, at a luncheon at the Barelay Hotel, climaxing the day-long meeting. Presentation of the awards will mark not only the conclusion of the first six months of the Fabian-Rosen leadership of the Stanley Warner group, but also the kickoff of a six-month "Man of Achievement Awards" contest open to local Stanley Warner managers.

Selling to Be Stressed

Also on the luncheon dais will be Harry Kalmine, vice-president and general manager of Stanley Warner, and Ted Sehlanger, the circuit's Philadelphia zone manager, who will conduct the entire meeting. They will call for aggressive selling during the upcoming drive.

The contest will be conducted on a monthly basis with a grand prize winner, selected Mareh 1, to receive an all-expenses paid trip to Hollywood. All fields of achievements in connection with theatre operation will be embraced in the contest.

Amend Complaint

(Continued from page 1)

Century-Fox as co-conspirators. In the original complaint, which was dismissed on the technical grounds that it was too long, no indication was made of Loew's and 20th-Fox as co-conspirators.

The suit, refiled in Federal District Court here, came just under the deadline set following the original rejection of the complaint by Federal Judge John F. X. McGohey.

Most Majors Named

The suit, believed to be the largest anti-trust action filed by exhibitors in the industry's history, named as defendants every major distributor with the exception of Loew's and 20th-Fox. In addition, 44 plaintiff theatres are involved in the suit, which charges unreasonable clearance and runs and conspiracy designed to favor affiliated circuits, including Warner Brothers and RKO Theatres. The suit was brought by Skouras Theatres and four affiliated companies. The amount of damages sought on behalf of each plaintiff is as follows: Skouras Theatres, $85,503,000; Theatre and Cinema, Inc., $981,000; Philhamboro, Inc., $174,000; Youngstown Theatre Corp., $135,000; Modern Playhouses, Inc., $897,000.

Defendants, under stipulations, will have 30 days to answer the complaint.

Reopenings Set for 3 Chicago Houses

CHICAGO, Sept. 30—The Hinsdale, Hinsdale, Ill., will reopen under new management tomorrow after being operated as the Salt Creek summer theatre since last June by producer Marshall Migatz. Charles Avgeris, formerly with the Westmont, Westmont, Ill., will operate the house on a double feature, two-changes-per-week policy.

The Saybrook, Saybrook, Ill., will reopen next month after being closed since early August.

Ted Tokarz's Holiday, Round Lake, Ill., destroyed several months ago by a windstorm, will be rebuilt as a Quonset, following the recent settlement of damages by the insurance company.

Pola-Lite Building 3-D Machines for United Kingdom

Construction of two large machines for the production of all-plastic 3-D glasses in the United Kingdom has started at the Brooklyn plant of the Pola-Lite Co., manufacturers of 3-D viewers, it was revealed here by S. G. Fassoulis, president of the company.

True View, Ltd., of England, will manufacture the glasses at its plant, which is now ready to turn out the lens material, Fassoulis said. The Brooklyn machinery will supplement True View's production.

An arrangement made by True View with the J. Arthur Rank Organization places foreign distribution of the 3-D glasses through the Rank subsidiary, G. B. Kalee, Ltd. The Rank company's deal gives the glasses distribution in the United Kingdom and British possessions, Europe, Latin and South America.

The all-plastic frames, under the Pola-Lite trademark, will be manufactured by the British Xylonite Group, one of England's largest plastic manufacturers.

Carver Trust Action Moved to Charlotte

A motion by distributor defendants in the $2,225,000 anti-trust case filed by Carver Theatres, Inc., of Wood Hill, S. C., to move the suit from New York to Charlotte, was granted here by Federal Judge Sylvester Ryan.

The plaintiff seeks damages because of alleged unfair clearance practices. All major distributors were named.

Fidelity Pictures in Bankruptcy Action

HOLLYWOOD, Sept. 30.—An involuntary bankruptcy petition against Fidelity Pictures, Inc., has been filed by the Loan and Finance Company, Inc., in an action based on incompleted payment of a promissory note in connection with the financing of "The House by the River." Counsel for Fidelity expressed confidence that the matter can be adjusted without bankruptcy action.

Gene Martel Signed By Princess Pictures

Gene Martel, formerly a director for Paramount Pictures, has been signed by Princess Pictures as producer on a group of feature films. He will leave for Europe today to start pre-production on the films, which will be made in Munich, Paris, Casablanca and Rome. They will be released and distributed by Vitapix Corp. under the recently-announced agreement with Princess.

Bartlett Retires as EK's Ad Manager

ROCHESTER, Sept. 30.—J. Hayward Bartlett, director of advertising for Eastman Kodak, and a veteran of 40 years of service with the company has retired. He will continue as consultant on advertising matters.

Bartlett in 1924 won a Harvard Award for advertising with his line, "Keep a Kodak Story of the Children."

Reviews

"The Joe Louis Story"

(Silliphant-United Artists)

A COUPLE of the boys were whooping it up, over near Madison Square Garden, the other night, arguing about the entertainment and box-office potentialities of "The Joe Louis Story." Two took off to Loew's 72nd Street Theatre to see a "sneak" preview of the motion picture which depicts the life of the "Brown Bomber." The one who said that the picture would not mean much, box-office-wise, or entertainment wise, probably bet on the wrong side in the Marciano-LaStarza fight, for here is smashing entertainment.

Stirling Silliphant, the producer, spent some of his years in publicity and promotional work with Disney, Hal Horne and 20th Century-Fox. We knew him fairly well in the latter spot. But never thought he was a motion picture producer. Our opinion has changed.

The story of the great Bomber-boy has humor, warmth and inspiration. Capably cast is Coley Wallace, as the Bomber. His performance is so illumined with insight, charm and conviction as to reflect much creditably on the directorial talent of Robert Gordon. Performances of high professional polish are turned in by Paul Stewart as sports writer Tad McGeehan; Hilda Simms as Marva Louis, and James Edwards as trainer "Chappie" Blackburn.

The story picks up the life of Louis as a hungry, ambitious kid from the streets of Detroit who decides that boxing gloves instead of a violin should be the symbol of his career. Traced with interest and candor are his first painful lessons in the art of mayhem, then on to the winning of the heavyweight crown from Jim Braddock, his colorful reign as champion, and his ultimate knockout at the hands of Rocky Marciano. A rich variety of incidents rounds out the arresting screenplay by Robert Sylvester.

This is not entertainment in the orthodox boy-meets-girl style. But it does succeed in making into popular entertainment the highlights of Louis' life. Footage of Louis' great fights have been fitted into the narrative. To many they alone will be worth the price of admission. There is Louis' defeat at the hands of Max Schmeling and the return bout in which he virtually annihilated the German pugilist. Then there is the Max Baer fracas, and the many others that made fistic history. Some adroit editing by David Kummins adds a final good touch to this Walter P. Chrysler, Jr., presentation.

Others in the cast are James Edwards, John Marley, Dotts Johnson, Evelyn Ellis, Carl (Rocky) Latimer, John Marriott, P. Jay Sidney, Isaac Jones, Royal Beal, Buddy Thorpe, Ruby Goldstein, Ralph Stantley, Anita Ellis, Ellis Larkins Trio, Herb Ratner, David Kurlan, Norman Rose, Josef Draper, Ossie Davis.

Running time, 88 minutes. General audience classification. September release.

"The Royal African Rifles"

(Allied Artists) *Hollywood, Sept. 28*

THE top players in this jungle adventure story are Louis Hayward, always a good marquee name, and Veronica Hurst, who was co-starred with Richard Carlson in "The Maze." The personalities and the brilliant color by Color Corp. of America (Cinecolor) make the picture a more impressive entertainment package than it might have been with lesser people and shot in black and white. As it stands, it is commercially useful material that should earn its way in all but the most critical communities.

The time is the eve and outbreak of World War I, and Hayward is seen, at the picture's opening, in command of a British naval vessel which has brought machine guns to the African colonials who, without them, would be certain to fall before the advance of the well-equipped German forces that are sure to be sent against them. In the opening sequence he is slugged and the machine guns are taken from the ship by enemy agents, apparently destined for transport inland. Hayward is then assigned to special duty and masquerades as a hunter by way of tracing and retrieving the guns. This he accomplishes after long, complex and dangerous adventures and misadventures.

Richard Heermance produced the picture, which was directed by Lesley Selander from a script by Dan Ullman. Others in the cast are Michael Pate, Angela Greene, Steven Geray, Bruce Lester, Barry Bernard, Robert Osterloh, John Warburton, Pat Aherne and Roy Glenn.

Running time, 75 minutes. General audience classification. September release.

'Witness to Murder' For U.A. Release

Distribution rights to "Witness to Murder," produced by Chester Erskine and directed by Roy Rowland, have been acquired by United Artists, it was disclosed by Arthur B. Krim, president. The film stars Barbara Stanwyck.

Rhodes Joins Rainbow

Stanley F. Rhodes has joined Rainbow Pictures as a producer-director. For the past four years Rhodes has been with the Air Pictorial Corps of the U. S. Air Force, having been separated recently with the rank of captain.

Lotherington Upped By RKO in Australia

Douglas G. Lotherington has been appointed acting managing director of RKO Radio Pictures Australasia, to succeed Ralph Doyle, who resigned.

Lotherington has been general sales manager of the Australasian sales office since 1933. Prior to that he served six years with M-G-M and 10 with Paramount in Australia.

Adams Heads Schiners

GLOVERSVILLE, N. Y., Sept. 30.—Seymour Adams has been elected president of the Schiners, social organization of home office employes of the Schine Circuit.

Films Are Still Top Canadian Medium, Says Fitzgibbons

TORONTO, Sept. 30.—In a report to the shareholders at the close of the third quarter of the fiscal year, president J. J. Fitzgibbons of Famous Players Canadian Corp., referred to the successive stages of development from the days of the first outstanding silent films and enthusiastically concluded: "The motion picture industry continues to be the undisputed medium for providing the greatest entertainment at prices to fit every budget."

Fitzgibbons pointed out that CinemaScope installations had been completed in two FPC theatres, the Imperial at Toronto and the Capitol at Winnipeg, and the company has arranged to install the equipment in other Canadian cities. Famous Players had contracted for the Canadian rights to "The Robe," the first CinemaScope production.

Cites Success of Color TV

The Famous Players president told of the success of color television in Great Britain with the Lawrence color tube developed in the Chromatic Television Laboratories in which Paramount has a substantial interest. "Reports received by Paramount president Barney Balaban were that the color quality was excellent," Fitzgibbons declared in his report.

"With the marked improvement in the quality of new motion pictures and the recent technical developments, the success story of the motion picture industry is being repeated. Three great milestones in our history were the first great silent films, the introduction of color and the first presentation of sound. Now we have entered another era with the introduction of such great new technical developments as the wide-screen, stereophonic, 3-D, and revolutionary new methods of filming and projection," Fitzgibbons stated.

Discharge Record at Will Rogers Hospital

Fourteen tuberculosis patients at Will Rogers Hospital at Saranac received medical discharges during September, "establishing a rate of healing that surpasses any one-month period since the hospital opened 27 years ago," it was stated here.

They now join the growing "alumni" of Will Rogers Hospital, which presently comprises nearly 1,300 members of the amusement industry.

"This success in healing," says A. Montague, Will Rogers president, "should drive home to every individual employe in our industry the vital importance of the annual Christmas Salute Drive for funds to maintain and advance the healing and research work of 'our own' hospital . . . and should inspire an enthusiastic sense of responsibilty to the approaching 1953 Christmas Salute appeal."

Orlando Gets Zama WB Italian Post

Umberto Orlando has been promoted to the post of general manager for Warner Brothers in Italy, with headquarters in Rome, succeeding Mario Zama, resigned. Orlando, who has been sales manager for Warners in Italy for the past few years, joined the company in 1935.

RIGHT NOW!

20th Century-Fox has everything to fill your needs with these great boxoffice attractions!



THERE'S NO BUSINESS LIKE 20th Century-Fox BUSINESS!

Thrillers

PICKUP ON SOUTH STREET
starring RICHARD WIDMARK
JEAN PETERS • THELMA RITTER

MAN ON A TIGHTROPE
starring FREDRIC MARCH • TERRY MOORE
GLORIA GRAHAME • CAMERON MITCHELL

VICKI
starring JEANNE CRAIN • JEAN PETERS

NIAGARA
Technicolor
starring MARILYN MONROE
JOSEPH COTTEN • JEAN PETERS
Produced by Charles Brackett

INFERNO
Technicolor
starring ROBERT RYAN
RHONDA FLEMING • WILLIAM LUNDIGAN

A BLUEPRINT FOR MURDER
JOSEPH COTTEN • JEAN PETERS
GARY MERRILL

DANGEROUS CROSSING
starring
JEANNE CRAIN • MICHAEL RENNIE

Daphne du Maurier's
MY COUSIN RACHEL
starring OLIVIA DE HAVILLAND
with RICHARD BURTON
Directed by Henry Koster

INVADERS FROM MARS
in Color
An Edward L. Alperson Production

Musicals

GENTLEMEN PREFER BLONDES
Technicolor
starring JANE RUSSELL
MARILYN MONROE • CHARLES COBURN

Irving Berlin's **CALL ME MADAM**
Technicolor
starring
ETHEL MERMAN • DONALD O'CONNOR
VERA-ELLEN • GEORGE SANDERS

THE GIRL NEXT DOOR
Technicolor
starring DAN DAILEY • JUNE HAVER

THE FARMER TAKES A WIFE
Technicolor
starring BETTY GRABLE
From the Stage Play by Frank B. Elser and Marc Connelly • Based on the Novel "Rome Haul" by Walter D. Edmonds

TONIGHT WE SING
Technicolor

THE I DON'T CARE GIRL
Technicolor
starring MITZI GAYNOR
DAVID WAYNE • OSCAR LEVANT

DOWN AMONG THE SHELTERING PALMS *Technicolor*
starring MITZI GAYNOR • DAVID WAYNE

Comedies

THE KID FROM LEFT FIELD
starring DAN DAILEY • ANNE BANCROFT

TAXI
starring DAN DAILEY • CONSTANCE SMITH

MR. SCOUTMASTER
starring CLIFTON WEBB

Dramas

TITANIC
starring CLIFTON WEBB
BARBARA STANWYCK
Produced by Charles Brackett

RUBY GENTRY
starring JENNIFER JONES
CHARLTON HESTON • KARL MALDEN
A Bernhard-Vidor Production

THY NEIGHBOR'S WIFE
starring CLEO MOORE • HUGO HAAS
A Hugo Haas Production

Irving Stone's
THE PRESIDENT'S LADY
starring SUSAN HAYWARD
CHARLTON HESTON

THE STAR
starring BETTE DAVIS
A Bert E. Friedlob Production

Westerns

CITY OF BAD MEN
Technicolor
starring
JEANNE CRAIN • DALE ROBERTSON

POWDER RIVER
Technicolor
starring RORY CALHOUN
CORINNE CALVET • CAMERON MITCHELL

THE SILVER WHIP
starring DALE ROBERTSON
RORY CALHOUN • ROBERT WAGNER

Spectacles

Ernest Hemingway's
THE SNOWS OF KILIMANJARO
Technicolor
starring GREGORY PECK
SUSAN HAYWARD • AVA GARDNER
Directed by Henry King

WHITE WITCH DOCTOR
Technicolor
starring SUSAN HAYWARD
ROBERT MITCHUM

THE THIEF OF VENICE
A Robert Hagging Production

Adventures

C. S. Forester's
SAILOR OF THE KING
starring JEFFREY HUNTER
MICHAEL RENNIE • WENDY HILLER

THE GLORY BRIGADE
starring VICTOR MATURE

THE DESERT RATS
starring
RICHARD BURTON • ROBERT NEWTON
and JAMES MASON

TREASURE OF THE GOLDEN CONDOR
Technicolor
starring
CORNEL WILDE • CONSTANCE SMITH
Based on a Novel by Edison Marshall

DESTINATION GOBI
Technicolor
starring RICHARD WIDMARK

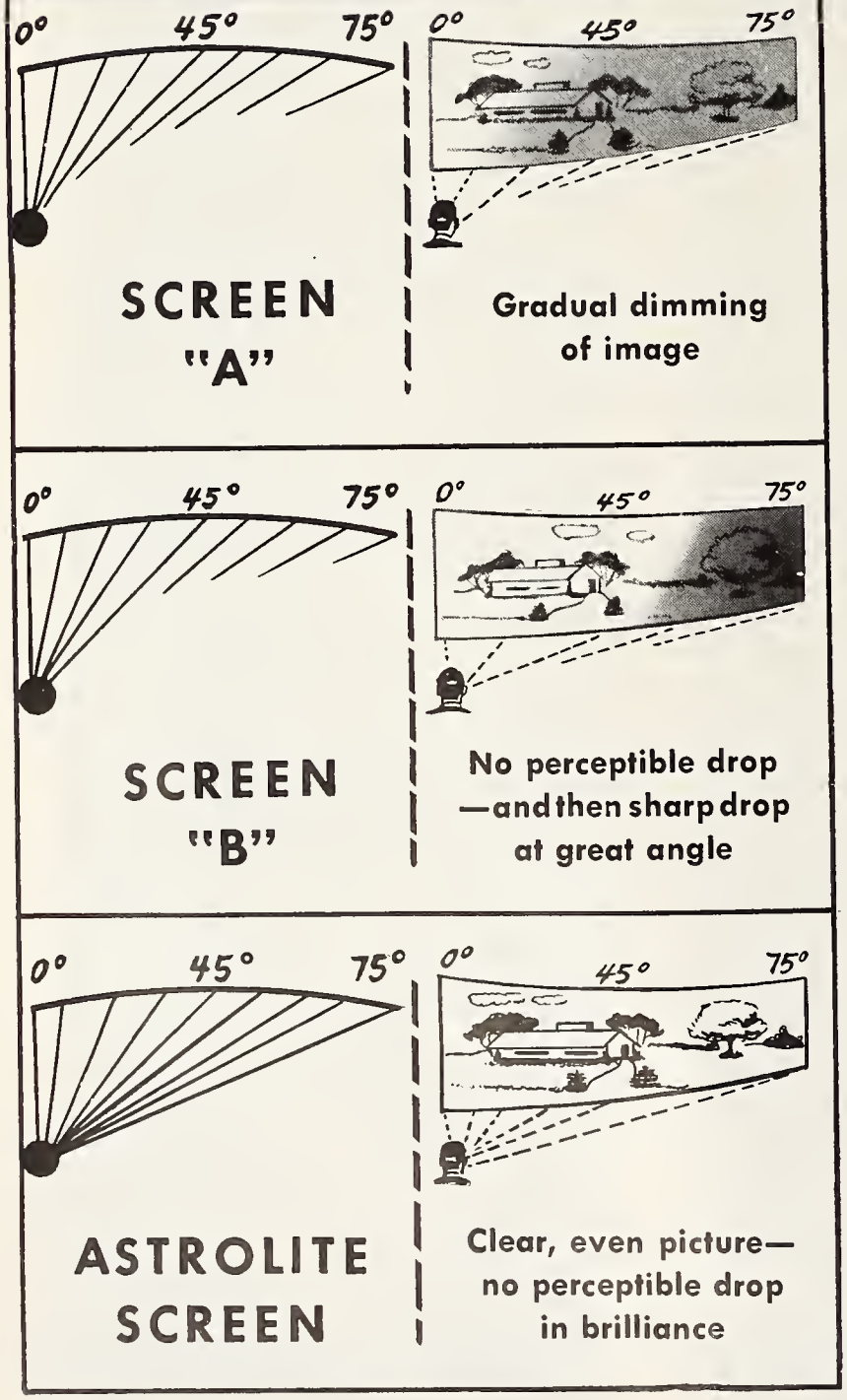


Now Available . . . Astrolite Screens . . .

YOUR SCREEN FOR ALL-TIME AND

The *only* screen that makes *EVERY seat a good seat* for CinemaScope, wide screen, 3-D and 2-D . . .

ONLY ASTROLITE GIVES YOU *MORE* UNIFORM BRILLIANCE

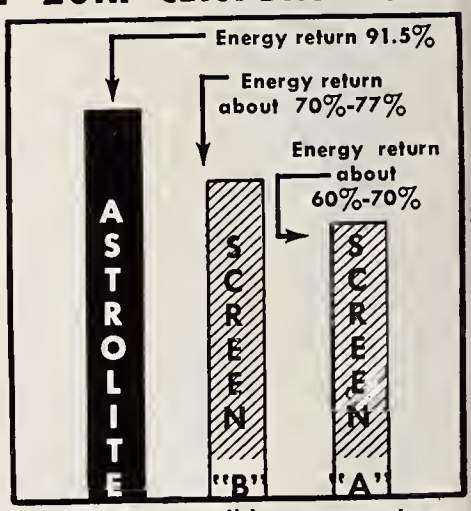


Yes, the Magniglow Astrolite screen is here now . . . and it's wonderful for CinemaScope—for other wide screen systems—for 3-D and 2-D. Exhibitors who have seen the theatre-tests of Astrolite came away thrilled with "the finest screen we have ever seen." Radiants greatly expanded production facilities are in full swing. Astrolite all-purpose screens are now available in stock sizes at attractive low prices—and also in larger sizes custom made for very large theatres.

Remember there is no other screen like Astrolite and no other screen can deliver as much. It is the only fully optically engineered screen. Only Astrolite offers you *greater brilliance* plus more uniform distribution of light reflection so that *every* seat in the house is a good seat. (The charts on this page are based on actual laboratory tests of the 3 leading screen fabrics). That's why—when you install an Astrolite your audience immediately notes the difference—and likes it!

OFFICIALLY APPROVED BY 20th CENTURY FOX

Demonstrations of Astrolite wide screens have won the enthusiastic approval and public endorsement of the executives and engineers of 20th Century Fox. They have announced without reservation that Astrolite meets the high standards required for perfect enjoyment of CinemaScope. Astrolite screens are officially approved standard equipment for CinemaScope installations.



Maximum possible energy return for any reflective surface is about 93%

Don't Buy Any New Screen until you have seen an actual demonstration of the Astrolite All-Purpose Screen

Now Available . . . Astrolite Screens . . .

TODAY, TOMORROW FOR ALL PURPOSES

the only screen that gives you ALL the features you need

1. More uniform brilliance for every seat in the theatre
2. Greater light reflection without need for boosting amperage
3. Does not fade, washable, easy to keep clean
4. Optically engineered—to retain 3 dimension effect for all seats
5. Fungusproof and Flameproof

Buy Astrolite . . . Avoid Costly Replacements

Astrolite is the screen you will eventually have to buy—in order to give your customers the quality of projection they demand. Furthermore, Astrolite screens represent real economy. The special exclusive surface does not darken. It can be easily and quickly washed. It will give you longer years of brilliant service. So why not install an Astrolite now—and save expensive replacements?

*Trade Mark, U. S. & Foreign Patents Applied For

New Lower Prices

Astrolite Screens are now available at greatly reduced prices.

Up to 50 ft.—$2.10 per sq. ft.
Over 50 ft.—$3.00 per sq. ft.

Your dealer or Radiant engineers will be glad to furnish accurate charts showing the exact size that best fits your theatre. We urge you by all means to see a demonstration of Astrolite before you purchase a new screen. Write, wire or phone us today—or contact your dealer.

Exclusive World-Wide Licensee under Glowmeter Magniglow Developments

ASTROLITE

RADIANT MANUFACTURING CORP.

World's Largest Projection Screen Manufacturer

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In the THEATRE Equipment World . . . *. . with RAY GALLO*

DISPLAY booths are completely sold out for this year's Tesma trade show, according to Roy Boomer, secretary of the Theatre Equipment and Supply Manufacturers' Association. The trade show is being held at the Conrad Hilton Hotel in Chicago Oct. 31-Nov. 5 concurrently with the annual convention of the Theatre Owners Association as well as with that of the Theatre Equipment Dealers' Association and that of Tesma. More than 100 firms will display their products at the show, which also marks the 20th anniversary of Tesma.

•

A new "Snow-Boy" Dixie cup designed for use in serving "Sno-Balls" and "Sno-Cones," has been marketed by the Dixie Cup Co. of Easton, Pa. The new cups are cone-shaped to fit the hand, have a smoothly rolled brim and are offered in a six-ounce size.

•

Four changes in the sales organization of General Precision Laboratory at Pleasantville, N. Y., made to expand television broadcast activities and offer more engineering services to television broadcasters have been announced by Blair Foulds, vice-president. The new engineers and their assignments include E. Arthur Hungerford, Jr., named manager of the television department; Nathaniel M. Marshall, designated Eastern district manager; Edward Manzo, southeastern district manager, and Robert F. Johnston, manager of the Midwest.

•

A new curved frame for wide-screen projection, so designed that the desired radius of curvature can be established on the stage after the frame is assembled, and then varied as might be needed for future requirements, has been announced by H. R. Mitchell & Co., Hartselle, Ala. Called the "Bowline Screen Frame," the unit can also be quickly adjusted to any degree of tilt. To obtain the desired curve in a matter of seconds, the proper radius is simply laid off on the floor and the screen frame set directly over the position line, the manufacturer explains. Height is also adjustable so that any aspect ratio can be obtained.

•

"Super-Sweeper" is the name of a new magnetic road sweeper, designed to remove tacks, nails and other tramp iron from highways and large parking lot areas in a short period of time. Developed by the Eriez Mfg. Co., Erie, Pa., the sweeper can be pushed by hand or pulled by truck and is made in three strengths and four widths. It has a removable handle of tubular steel and is equipped with an "Alnico V" magnetic element to snap up and hold tramp iron coming in its path. Attached to each side of the magnet's face is a stainless steel deflector designed to prevent damage of the face if large objects are encountered.

Skouras in Washington for Premiere of 'The Robe'

WASHINGTON, Sept. 30.—Spyros P. Skouras, president of 20th Century-Fox, will arrive here tomorrow from New York for the opening of "The Robe" in CinemaScope at the Capitol Theatre. The opening will be a high fashion event to which 300 government officials, ambassadors and their staffs and notables from Washington society have been invited.

Military Parade Scheduled

On Skouras's agenda is a luncheon press conference with 50 editors and publishers. He will be the host at the local debut of the first CinemaScope production this evening. The event will be one of the most colorful in Washington annals, with a military parade to the theatre, theatre-front ceremonies and lobby interviews preceding the start of the picture. Newspaper photographers and newsreels will record arrival of the guests, and TV and radio hook-ups will beam interviews and color commentary to Washington-at-home audiences.

Elaborate preparations for the opening of "The Robe" have been progressing for many weeks, in which all areas of community life have participated. Unprecedented newspaper coverage, and television and radio comment are arousing public enthusiasm to record heights.

Merchants Cooperating

Leading merchants have been displaying signs and posters welcoming "The Robe" and CinemaScope; while theatres in the area have been running cross-plug trailers calling audiences' attention to the introduction of the new photographic dimension process.

KANSAS CITY, Sept. 30.—Twentieth Century-Fox's "The Robe" was festively ushered in here last evening at the Orpheum Theatre before a blue ribbon invited audience hosted by Elmer C. Roden, president of Fox Midwest Theatres.

Assembled at the theatre to see the first CinemaScope production here were civic and business leaders, industrial and society persons, leading exhibitors, and newspaper, TV and radio executives.

Theatre-front and lobby activities preceding the unreeling were broadcast by station KCMO, while thousands of citizens jammed areas adjacent to the Orpheum to view proceedings and personalities.

HOLLYWOOD, Sept. 30. — With National Theatres engineer R. H. McCullough personally supervising CinemaScope installations on a round-the-clock schedule, the circuit will open the "Robe" in more than a dozen western cities within the month, the company has disclosed. Gala-type premieres will be staged in principal centers, with Hollywood personalities attending.

The film opens tonight at the Fifth Avenue Theatre in Seattle. Other openings are the Orpheum, Portland, Oct. 8; Fox, Spokane, Oct. 12; California, San Diego, Oct. 21; Fox, Tucson, and Fox, Phoenix, Oct. 28, with openings in Oakland, Sacramento and Fresno the same day, and openings in Bakersfield, Stockton, San Jose, Reno and Eugene, Ore., on Nov. 4.

Texas-Compo Korea Fund Totals $67,551

DALLAS, Sept. 30.—A check in the amount of $67,551 has been dispatched to Dr. Milton Eisenhower, president of the American Korea Foundation. This sum, sent by R. I. Payne, chairman of the Texas-COMPO Korean Drive, represents funds raised by audience collections in theatres in the Texas territory.

$30,000 for Koreans From the Carolinas

CHARLOTTE, Sept. 30. — North and South Carolina theatres collected some $30,000 in the recent Korean relief drive.

Mrs. Walter Griffith, executive secretary of the Theatre Owners Association of North and South Carolina, said the money has been forwarded to headquarters of the campaign, and has been acknowledged by Dr. Milton Eisenhower, the President's brother, who headed the drive.

'Gilbert & Sullivan' To Bijou Oct. 27

Lopert Films' "Gilbert and Sullivan," starring Robert Morley as the poet W. S. Gilbert and Maurice Evans as the composer Sir Arthur Sullivan, will have its American premiere at the Bijou Theatre here on Oct. 27. The film, which has color in Technicolor, will be presented on a reserved-seat, two-a-day basis. Special festivities are planned for the opening night.

Open 'Young Caruso' Oct. 12 at New York

"The Young Caruso," American-language film featuring the voice of Mario Del Monaco, "Met" tenor, will open Oct. 12 at the New York Theatre here, initiating Brandt Theatres' new policy of presenting first-run engagements of "A" films at the house.

The picture, which stars Gina Lollobrigida and Ermanno Randi, recounts the childhood and early struggles of the great tenor. It is distributed by I. F. E. Releasing Corp.

Faichney Resigns USIA Film Post

James B. Faichney, chief of film production in the Motion Picture Service of the United States Information Agency, has submitted his resignation to J. Cheever Cowdin, director of the Motion Picture Service, pointing out that the curtailment of production resulted in "little or no need for my services." Cowdin accepted the resignation "with deep regret."

Goldberg to Vacation

Leon Goldberg, whose resignation as vice-president, treasurer and a director of Universal-International is effective Oct. 16, plans to vacation at White Sulphur Springs, W. Va., thereafter. On his return to New York he will make a decision as to his future plans.

Sales Tax Plan Ruled Out By President

WASHINGTON, Sept. 30. — The President today ruled out any possibility that the Administration will ask Congress next year for a general retail sales tax. He and Treasury Secretary Humphrey made statements saying that the Treasury had decided this retail field was exclusively the province of states and municipalities.

They very carefully did not, however, rule out the possibility of a general manufacturers excise tax or of new selective retail or manufacturers' excise taxes. In fact, the President emphasized that excises have always been a part of the Federal tax system. The Treasury is now studying how to re-assort the excises, the President said, adding that he did not know what conclusions the Department would come up with.

It was believed that if the Administration had decided to try to enact a retail sales tax, it would have included some services in the tax base, quite possibly theatre tickets. Theatre tickets could not be reached under a manufacturers' sales tax. However, if the Administration should decide against any general sales tax and instead continue to rely on selective excises, the whole question of repeal or reduction of the ticket tax would be open.

In vetoing the Mason admission tax repeal bill in August, the President promised he would support at least a reduction in the tax next year, but the industry will again fight for complete elimination of the 20 per cent levy.

Reade Joint Operator Of 'Frisco Theatre

Effective today, the Bridge Theatre in San Francisco, a unit of Schwarz Theatres of California, will be operated jointly by Schwarz and Walter Reade Theatres, Eastern circuit. In a joint statement, issued simultaneously by Walter Reade, Jr., in New York, and by Maury A. Schwarz, in San Francisco, it was disclosed that the intimate, art-type house will become an additional link in a new nationwide circuit of theatres playing the best of film fare imported from abroad as well as selected product from Hollywood.

The first feature to be shown by the Bridge under the new policy will be "The Cruel Sea."

Business Is Good Around Milwaukee

MILWAUKEE, Sept. 30. — Business hereabouts has been pretty good recently. Several Fox houses that were closed during the summer months have reopened. Some independent theatres have also reopened. The word here seems to be that if you have a good picture, you will have good business.

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 74. NO. 66 NEW YORK, U.S.A., FRIDAY, OCTOBER 2, 1953 TEN CENTS

Story Material Holds 3-D Fate, Survey Reveals

'Herald Institute' Poll Tells Medium's Status

That 3-D pictures, at least in their present phase, have run their course as money-making attractions is revealed today by "Motion Picture Herald" in its latest analysis by the Herald Institute of Industry Opinion. However, it is pointed out that for the most part the medium was not given a fair chance by producers and that additional rentals asked by distributors, plus the cost of equipment, did not give exhibition a fair chance. To a lesser degree, the analysis shows that given good story values and proper technical use of the medium, an occasional 3-D picture would still have powerful box-office drawing power.

Members of the Institute's exhibition panel own theatres in representative areas ranging from towns of less than 7,500 to big city operations. More than 70 per cent of those answering

(*Continued on page* 5)

K.C. Firm Acquires Zeiss Lens Rights

Exclusive distribution of the Zeiss projection lens in the United States has been acquired by the Drive-In Theatre Manufacturing Co. of Kansas City. Francis W. Keilhack, sales manager of the company, closed the deal for distribution of the German product during a recent European trip. In addition to the lenses,

(*Continued on page* 5)

SIMPP To Set Up Export Policy

The board of directors of the Society of Independent Motion Picture Producers is scheduled to meet in Hollywood next week for the purpose of formulating a policy for its recently formed export association. Meanwhile, Charles Mayer, former executive of the Motion Picture Export Association, who has been doing research work for the SIMPP, has made no decision on becoming associated with the Society's research organization, as previously reported.

SMPTE Citation

'53 Progress Award Goes to Waller For Cinerama

Fred Waller, inventor of the Cinerama process, has been named to receive the "Progress Medal Award" of the Society of Motion Picture and Television Engineers for 1953.

The award, the highest honor bestowed by the society, will be presented to Waller Monday evening as the climax of the opening day sessions of the 74th semi-annual SMPTE convention, which will be held at the Hotel Statler in New York from Monday through Friday.

"The tremendous catalytic effect" of Waller's work on the entire motion picture industry was cited by the SMPTE in its announcement of the award. "The work of Fred Waller in visualizing the possibilities and putting to practical use the peripheral vision phenomenon, first as a gunnery trainer for military use and second as what

(*Continued on page* 5)

Organize Council to Promote 3-D, Other New Screen Media

The formation of a Council for 3-D Film Progress, a non-profit organization to promote better three-dimensional pictures, was disclosed here yesterday by Robert H. Odell, executive secretary.

Odell, former magazine executive and reviewer for the National Board of Review, sent out letters to 500 industry leaders in production, exhibition, distribution and allied fields inviting their participation in the council. The organization, he added, hopes

(*Continued on page* 5)

Honor Fabian, Rosen For Leadership

PHILADELPHIA, Oct. 1.—Si H. Fabian, president of Stanley Warner Corp., and Sam Rosen, executive vice-president, were today presented with "Man of Achievement" awards in recognition of their aggressive leadership.

Martin Quigley, publisher of "Motion Picture Herald" and *Motion Picture Daily* made the presentation at a luncheon at the Barclay Hotel on behalf of S-W Philadelphia zone managers, who are meeting here.

Appoint Golden Head Of New Film Gov't Unit Replacing NPA

WASHINGTON, Oct. 1.—Commerce Secretary Sinclair Weeks said a "scientific, motion picture and photographic products division" would be one of 25 industry divisions in a new business and defense services administration formed today to take over the functions of the National Production Authority.



Nathan Golden

The division will be headed by Nathan D. Golden, who headed the NPA film division and the Commerce Department film division before that. The new Business and Defense

(*Continued on page* 5)

Practical Agenda

Allied Board Gathers for 3-Day Pre-Convention Meet

BOSTON, Oct. 1.—Members of Allied States' board of directors arriving here today for the three days of board meetings starting tomorrow afternoon, predicted that the annual three-day convention opening on Monday will be one of the most practical convention experiences, from the standpoint of small and average-size theatre operation, that has been available to exhibitors in many years.

The Allied chieftains pointed to such subjects on the convention agenda as open forums on the new projection and sound reproduction techniques to be conducted by experts in those fields; the demonstrations of new processes which will be available, including a performance of "The Robe" in CinemaScope at the RKO Memorial Theatre, and to the various types of new equipment which will be on exhibit at the convention trade show, or specially demonstrated else-

(*Continued on page* 5)

News in Color

20th-Fox Plans Newsreels In CinemaScope

Skouras Says Project Awaits Enough Houses

By J. A. OTTEN

WASHINGTON, Oct. 1.—Spyros P. Skouras, president of 20th Century-Fox, said here today that newsreels in color would be made in CinemaScope as soon as there were enough theatres equipped for CinemaScope projection.

Skouras told a press conference held in conjunction with the Washington premiere of "The Robe" that CinemaScope "would definitely be adapted to newsreels as soon as we have sufficient theatres." The new process would give much more life to newsreels, he said, and would add considerably to the showing of events such as the World Series.

His company now has over $150,000,000 invested in equipment for

(*Continued on page* 5)

Asks Court to Rule On 'La Ronde' Ban

WASHINGTON, Oct. 1. — The distributors of "La Ronde" today asked the U. S. Supreme Court to strike out New York State's ban on showings of the film. At the same time, the state urged the court to sustain the New York Court of Appeals ruling that censorship of the film is justifiable.

Commercial Pictures Corp., dis-

(*Continued on page* 5)

$482,022 for Two Weeks of 'Robe'

A record-breaking two-week gross of $482,022 was chalked up by "The Robe" at the Roxy, it was disclosed here yesterday. The total gross, including the admission tax, was $578,427 for the first two weeks, which ended Wednesday.

The second week's gross, exclusive of the tax, was a tremendous $217,595, following an opening week's gross of $264,427.

Personal Mention

HAROLD MIRISCH, Allied Artists vice-president, is en route here from London aboard the "Queen Mary."

•

HAROLD REEVES, president of Cinerama, Inc.; RICHARD DICKSON, National Theatres executive, and ARTHUR L. MAYER, former executive director of the Council of Motion Picture Organizations, will participate in WCBS-TV's program "An Eye on New York" on Sunday from 3:30 to 4:00 P. M.

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LOUIS WEINTRAUB, Pavelle Laboratories sales promotion manager, has been named chairman of the public relations committee of the New York County American Legion.

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JEROME M. EVANS, Universal Pictures exploitation representative, will leave New York at the weekend for Chicago.

•

DIMITRI TIOMKIN, composer, will be a guest on Sunday's Cinema Time ABC radio show, 8:35 to 9:00 P.M., EST.

•

JOE DOLGIN, of the Pine Drive-in Theatre, Waterbury, Conn., and MRS. DOLGIN, will leave on Dec. 1 for Los Angeles.

•

J. R. GRAINGER, president of RKO Radio, has arrived in Rome from Paris.

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IRVING MACK, head of Filmack Trailers, will return to Chicago today from New York.

•

SID KULIK, of Bell Pictures, was in Albany, Gloversville and Buffalo from New York.

Publicist Guild Sells Radio Show to NBC

HOLLYWOOD, Oct. 1.—The Publicists Guild has sold its half-hour radio show, "Hollywood Story," to the NBC network. The program will premiere on Sunday, from 5 to 5:30 P.M., originating here. The first broadcast will be "The Wally Reid Story," with Tom Mix, Valentino, the Academy and other Hollywood personalities and institutions dealt with in subsequent broadcasts.

The Guild will allocate its revenue to its emergency fund.

Lopert to London for Confabs with Korda

Ilya Lopert, president of Lopert Films Distributing Corp., today will leave by plane for London, where he will confer with Sir Alexander Korda regarding distribution of Carol Reed's "The Man Between" and "The Captain's Paradise," which is now in release.

While in London, Lopert also will complete arrangements to film the new Roland Petit ballet, "A Day in 24 Hours."

Joy's 'The Robe' Suit Dismissed in N. O.

NEW ORLEANS, Oct. 1.—An amended form of bid solicitation has been agreed upon as a result of the dismissal of the suit brought by Joy Theatres, Inc., against 20th Century-Fox Distributing Corp. and Paramount Gulf Theatres, Inc., in which Joy claimed alleged damages growing out of distribution of "The Robe." The suit was heard in Federal Court here today before Judge J. Skelly Wright.

Bidding System Amended

In consideration of dismissal of the suit, the distributor has agreed to insert in its printed form of bid solicitations the following clause:

"In the event 'The Robe' is awarded to any exhibitors as a result of a bid submitted pursuant to this invitation then all bids as have been submitted to this corporation will be available for inspection at our district office to all who have submitted bids, which have not been accepted for a period of seven days commencing from the date of notification to you that an award has been made. It is further agreed between parties hereto that change of policy as to system of bidding as represented by the insertion of the foregoing paragraph in the aforesaid bid invitations is considered by 20th Century-Fox Distributing Corp. as an experimental change which it binds itself to keep in existence for a term of one year subject to renewal, if said system works out satisfactorily to the distributor.

"That it is further understood that the agreement will be terminated if for any reason the bidding system in whole or in part is declared to be illegal and it is further agreed that under the altered system of bidding as provided herein 20th Century-Fox Distributing Corp. specifically binds itself not to disclose to anyone in advance of the opening of all bids of any pictures any of the details of the bid of any of the bidders, and it is further understood that Joy Theatres, Inc., will not be any longer bound by this agreement if at any time 20th Century-Fox Distributing Corp. violates the letter or the spirit of this agreement in any particular."

"The Robe" will open at the Saenger as scheduled on Oct. 7.

'The Robe' Impresses Kansas City Patrons

KANSAS CITY, Oct. 1. — The 1900-seat Orpheum of Fox Midwest here had more than 5,000 patrons for the five shows yesterday, the opening day "The Robe," at a dollar, $1.25 and $1.50 admission. Comments were excellent, both for the CinemaScope presentation and for the picture itself. Many patrons remarked on the impossibility of such effects on a home TV screen however large, though the usual motion pictures on home TV have been considered comparable.

The only adverse remarks were to the effect that attention was kept concentratedly throughout because of both the picture itself and the presentation, and there was a feeling of having missed something if viewing or hearing lagged or did not alertly take in all the wide screen.

There was a preview Tuesday night for about 300 guests including civic leaders, and church people.

Report 'Captain' Record

"The Captain's Paradise," new Alex Guinness comedy which opened Monday at the Paris Theatre here, is reported by the house management to have broken the day-after-opening record with gross receipts of $2,817.

FCC Listing Film Interests in Video

WASHINGTON, Oct. 1.—The Federal Communications Commission is working up a complete listing of all film interests engaged in telecasting.

The list will cover both companies and individuals and will extend both to those already licensed and those applying. It will probably be several months before the list is ready. The Commission has already worked up a similar listing for newspaper interests in TV.

Arthur, Producer, Is Re-engaged by U-I

HOLLYWOOD, Oct. 1.—Edward Muhl, vice-president of Universal-International, has re-engaged Robert Arthur as producer. Arthur, who left U-I in 1950 to join the Warner studio, and subsequently Columbia, will report to the studio Monday. The agreement with Columbia provides that Arthur may return there in March for the production of "The Long Gray Line."

Cinerama Filming In New Hampshire

A 25-man crew started the Cinerama filming of "The Greatest Little Show on Earth," at Deerfield, N. H., according to the New Hampshire State Planning and Development Commission.

The crew, under the direction of Louis de Rochemont is filming the Deerfield Fair as part of a reported large Cinerama production.

Goldman Buy-Booker In Milwaukee for SW

Dave Goldman, formerly manager of Universal's Milwaukee branch, has been named buyer and booker in the Milwaukee office of Stanley Warner Corp. by Alex Halperin, S-W zone manager for Midwest operations. Golden is an industry veteran, having been in distribution and exhibition.

AMPP Will Be Host To Argentine Official

HOLLYWOOD, Oct. 1.—The Association of Motion Picture Producers will entertain Hon. Raul Apold, Argentina Minister of Information, and Mrs. Apold, at dinner in their honor Monday night, at the Beverly Hills Hotel, with Y. Frank Freeman presiding.

William Jacobs, 65

HOLLYWOOD, Oct. 1.—Private funeral service for William Jacobs, 65, Warner Brothers' producer, who died yesterday, will be held at Forest Lawn Cemetery tomorrow. Jacobs, who had been with WB since 1938, died after a long illness. Before entering motion picture he wrote, produced and booked vaudeville acts through his Chicago agency.

'Cavalcade' Planned For Testimonial to Sophie Tucker

"The Sophie Tucker Story," a cavalcade of show business for the past 50 years, prepared by Joe Laurie, Jr., Morton Sunshine and John Effrat, and featuring George Jessel as narrator, will be presented for the entertainment of 1,500 guests at the Sophie Tucker Jubilee Dinner to be held Sunday night at the Waldorf-Astoria under the auspices of the Jewish Theatrical Guild.

Participating in the cavalcade will be Tallulah Bankhead, Deborah Kerr, Betty Hutton, Jane Froman, Milton Berle, Gertrude Berg, Shelton Brooks, who wrote "Some of These Days," Adolph Zukor, Joe E. Lewis, James Barton, Fritzi Scheff, Gene Buck, Jack Pearl, Andre Kasen, Smith and Dale, Jack Whiting, Joe E. Howard, Martha Raye, Sid Caesar, Blanche Ring, Patsy Shaw, Edward G. Robinson and Celeste Holm.

Miss Tucker yesterday sent a check for $500 to the Cinema Lodge of B'nai B'rith, following a presentation to her on Wednesday night of an "Honor Scroll" by the Lodge.

Sullivan Treatment For Para. 'Redheads'

Paramount's 3-D musical, "Those Redheads from Seattle," will be publicized to an audience said to be more than 40,000,000 persons throughout the areas covered by the CBS Network on Sunday evening when Ed Sullivan's "Toast of the Town" television show will present the picture's stars, Guy Mitchell and Teresa Brewer, in a "live" TV preview of scenes and songs from the production.

Now playing at Loew's State Theatre, New York, and in other key theatres, this Paramount picture's promotion impact via the Ed Sullivan show may be redoubled by the fact that newspapers in every city where the television program will be seen will carry weekend advertisements spotlighting the treatment of the picture on the TV show.

NEW YORK THEATRES

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JAMES CAGNEY
A LION IS IN THE STREETS
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MINOY CARSON
AL BERNIE
NEAL HEFTI and His ORCHESTRA
MAYO BROTHERS
EXTRA
RUSTY DRAPER
PARAMOUNT TIMES SQUARE
Midnight Feature

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A Landmark

in

Screen History...

20th Century-Fox's

First Picture

in

CINEMASCOPE

"THE ROBE"

Color by TECHNICOLOR

TECHNICOLOR

IS THE REGISTERED TRADE-MARK OF

TECHNICOLOR MOTION PICTURE CORPORATION

HERBERT T. KALMUS, PRESIDENT AND GENERAL MANAGER

New Procedure for U.S. Tax Reporting On Admissions

WASHINGTON, Oct. 1. — Commissioner of Internal Revenue T. Coleman Andrews reminded firms collecting admissions and other Federal excise taxes that a new reporting form will be required to be filed for the first time this month.

The new form was substituted for reporting the admission tax and certain other excise taxes on a quarterly rather than a monthly basis. Taxpayers must file the new form on or before the last day of the month following each quarter. The first return on the new form is due not later than Oct. 31, covering the months of July, August and September. Excise taxes must still be deposited monthly with Federal Reserve banks or authorized commercial banks.

Harris in S.F. On New Circuit Plan

SAN FRANCISCO, Oct. 1.—Jack P. Harris, film buyer for Walter Reade Theatres of New York, is here for conferences in connection with the establishment of a new nationwide circuit of theatres specializing in imported pictures as well as selected Hollywood product. Harris will confer with Maury A. Schwarz, president of Schwarz Theatres, on the launching of the Bridge Theatre here, which today became a joint operation of the Reade and Schwarz organizations.

Discussions with exhibitors in Los Angeles, Chicago, Cleveland, St. Louis, Philadelphia and Boston are in progress to consummate affiliations similar to that of the Bridge, whereby exhibitors will participate in the distribution profits on selected pictures as well as on their basic theatre operations.

AA's Callahan Gets Levin's Boston Post

BOSTON, Oct. 1.—Jerry Callahan, Allied Artists salesman here, has been named city salesman, succeeding Nathan Levin, who was promoted to the position of branch manager in the Allied Artists Detroit exchange.

Frank Hyland, upper New England salesman for the company, will take over the territory formerly handled by Callahan.

To Screen Papal Conclave

"The Secret Conclave," which shows for the first time on film a meeting summoned in the Sistine Chapel of the Vatican for the election of a Pope, will be taken aboard the liner "Constitution" tomorrow and will be shown on the ship at sea to a group of 90 Archbishops, Bishops and other Catholic prelates enroute to Italy for the dedication of a new building at the North American University in Rome. The film is distributed by I.F.E. Releasing Corp.

Drive-ins Closing Early

CLEVELAND, Oct. 1. — Drive-in theatres in this area are starting to close early in spite of continued good weather. The Amanda Drive-in, Arlington and the Skyline at Wooster have closed for the season. Many others, including the BlueSky, Wadsworth and Lorain, Lorain, are open weekends only.

Reviews

"Torch Song"

(Metro-Goldwyn-Mayer) *Hollywood, Oct. 1*

HERE'S a story about show business that is a natural for the people of show business and also for the millions of others who traditionally make show business their business. It has Joan Crawford in a career-crowning performance as a high-handed musical comedy star whom everybody likes to see but nobody likes, and it has Michael Wilding as a pianist who teaches her about herself and gets taught about himself in return. Both of these players give compelling portrayals of difficult and not altogether admirable characters, and the incomparable Marjorie Rambeau is present in an off-beat stage-mother role that balances their stormier characterizations. Gig Young, Henry Morgan, Dorothy Patrick and James Todd head up the accomplished support. It is a money picture for as long as show business is in business, maybe longer.

The scene is principally a Broadway theatre, and always it is New York, the swank, expensive New York of the tall, costly apartment buildings, the high-priced, well-dressed New York of the slick magazines, but with the ring of reality so far as the world of the theatre and its people is concerned.

The time is now, and Miss Crawford is a footlight star who makes life miserable for her working associates during the rehearsals in progress during the period of the story. When her pianist walks out without notice she is surprised and displeased to find Wilding, introduced simply as a professional musician called in to take over the vacated stool, is unafraid of her and directly critical. Later on the audience is let in on the fact that Wilding is a former drama-music critic, blinded in the war, who has carried with him the memory of seeing her on the stage the night before he enlisted and who paid the deserting pianist to desert so he could get close to her. It's a long and interesting time before she learns this also, and a logical ending comes.

Four songs, by four different sets of tip-top song writers, are used to striking advantage in the course of a script by John Michael Hayes and Jan Lustig, based on a story by I. A. R. Wylie.

Production, a sparkling job, is by Henry Berman and Sidney Franklin, Jr., and the direction, an excellent work, is by Charles Walters.

Running time, 90 minutes. General audience classification. Release date, Oct. 23.

WILLIAM R. WEAVER

"Something Money Can't Buy"

(Rank-Universal)

STORIES about young couples with children struggling to get along in this day and age are not new under the cinematic sun, whether British or American. But "Something Money Can't Buy" starts off with much promise and a good cast and seems to be getting to the core of middle-class marriages until about half way through the picture. Then the writers, Pat Jackson and James Lansdale and the director, Jackson, forsake the little hardships and smiles that they started with and proceed to make a quasi-sophisticated farce out of the remainder. They finally reach the point that the title tries to make, but it's a long time getting there.

Patricia Roc and Anthony Steel, two very charming and talented British players, well-known to American audiences, play the young couple. After the war, they live in comfort in Germany where he is an administrator with the British Occupation Forces. But when they return to England and civilian life, they find they must face the rigors of both with a diminishing bank account. He goes back to his job, which is low-paying, frustrating, unimportant and, at its best, dull. Steel decides to leave his rut and goes out seeking his fortune. While he is being financed for a mobile catering van, Miss Roc starts an employment-secretarial-what-have-you agency. As expected, they are both successful, while their marriage heads the other way. It's all resolved happily with the young lady giving up her lucrative business.

Steel and Miss Roc perform adequately, hampered somewhat by little character development. A. E. Matthews, giving Steel financial aid, provides the most fun and Moira Lister plays his daughter with the hint of being the third party in a triangle. Joseph Janni produced this J. Arthur Rank British presentation.

Others in the cast are David Hutcheson, Michael Trubshawe, Diane Hart, Charles Victor, Henry Edwards, Mary Hinton, Joss Ambler, Michael Brennan, Helen Goss, D. A. Clarke-Smith, Mara Lane, John Barry, Joe Linnane, Dennis Arundell, Oscar Quitak, Irene Prador, Johnnie Schofield, Owen Brookes and Margaret Vyner.

Running time, 83 minutes. General audience classification. October release.

To Present 'Carmen' In Color Telecast

The first full hour NBC presentation in color will be the NBC Television Opera Theatre's initial telecast this season, set for Oct. 31, of "Carmen." It will be broadcast in the RCA compatible color system, allowing viewers with standard black-and-white television sets to receive the program in black-and-white.

The colorcast will be made under experimental authorization of the Federal Communications Commission.

Three Dimension and General Film Sign

General Film Laboratories will process all 3-D pictures to be produced in the next 12 months by Three Dimension Pictures, Inc., in accordance with an agreement signed by Alfred Zimbalist, head of the producing company, and Alton Brody, sales chief of General. The contract covers five films. The first on the schedule is "Cat Women on the Moon," slated to start Oct. 12 on the Goldwyn Hollywood lot.

TNT Offers Closed Circuit Color TV In Large-Screen

The first large-screen color television is available for closed-circuit business meetings and promotional uses, it was announced here by Nathan L. Halpern, president of Theatre Network Television. The announcement was made at a TNT color tele-session held by the Frank H. Lee Co., Danbury, Conn., manufacturers of hats, for its retailers at the Plaza Hotel.

Business Use Emphasized

Having launched nationwide business meetings through its black-and-white facilities this past year, TNT will now establish large-screen color television for business uses. "A new system of business communication for nationwide or regional company meetings is provided by Tele-Sessions through the medium of closed-circuit television," Halpern said. "Large-screen color television will accelerate the growth of closed-circuit television as a regular form of business communication to customers, dealers, distributors, company personnel and stockholders."

16 from Katzman in 1954 for Columbia

HOLLYWOOD, Oct. 1. — Sam Katzman's 1954 program for Columbia Pictures will consist of 16 films, 10 of which will have color by Technicolor. Seven writers have been assigned to write the screenplays for the properties already selected. Nine more writers will be added shortly to prepare the remainder.

The seven are: John T. Williams, who will write "The Law Versus Billy the Kid"; Arthur Orloff, "Pirates of Tripoli"; Douglas Heyes, "Bat Masterson, Badman"; George Worthing Yates, "William the Conqueror"; Jack Garis, "Legions of Hannibal"; Frank L. Moss, "Lost City of the Aztecs"; Teddi Sherman, "Indian Scout."

With three other writers finishing screenplays for the balance of Katzman's 1953 films for Columbia, there are 10 authors engaged at the producer's Sunset Blvd. Studio. De Vallon Scott is writing "The Sacaren Blade," screen version of the Frank Yerby best-seller; Robert E. Kent is completing "The Miami Story," and Samuel Newman is assigned to "Jungle Man Eaters," last of the current "Jungle Jim" series starring Johnny Weissmuller.

Standard Contract For Films on Video

WASHINGTON, Oct. 1. — A special television film committee appointed by the National Association of Radio and Television Broadcasters will have as its first project the working out of a standard film contract for the use of TV stations and film companies.

This was announced by NARTB president Harold E. Fellows as he appointed members of the committee. The committee will hold its first meeting in Chicago on Oct. 13. Chairman of the committee will be Harold See of San Francisco, and members are Martin Campbell of Dallas and Raymond W. Welpott of Schenectady, N. Y.

Allied Board

(*Continued from page* 1)

where. They also stressed that considerable attention during the three days will be paid to the development of practical ideas and programs for increasing theatre attendance and generally improving the lot of the subsequent-run and small town theatres. In addition, it was pointed out, full exchange of film buying information among exhibitors from all parts of the country will feature sessions of Allied's film clinics.

The entire mornings of the three convention days have been set aside for the film clinics and, as is customary, they will be divided into individual groups, each composed of similar operations, such as first-runs, subsequent-runs, drive-ins and the like.

No one, apparently, was anxious to give the impression that Allied will step out of character next week and concern itself exclusively with the quiet earnestness of solving business and operating problems exclusively. It is being freely predicted that there will be, as is customary at Allied conventions, plenty of unrestrained utterances concerning distribution practices and sales policies and terms.

Will Consider COMPO

Insofar as the board sessions are concerned, they will be occupied, apart from routine business, with establishing reports and recommendations on matters to be brought before the convention proper, including such items as whether or not Allied should again participate in industry arbitration discussions, renew its membership in the Council of Motion Picture Organizations, or express itself on such topics as the new campaign for admission tax repeal and the recent Senate Small Business Committee report on problems of the independent exhibitor.

Indications are that most of the board's decisions will not be disclosed until they are sent to the convention in the form of reports or recommendations at the closing session next Wednesday.

Both the three days of board meetings, to be presided over by Abram F. Myers, chairman and general counsel, and the three-day annual national convention to follow, will be held at the Sheraton-Plaza Hotel here.

No election of officers is scheduled to be held during the board meetings here. Allied's winter board meeting, to be held in Washington next February, will elect officers for the ensuing year.

Appoint Golden

(*Continued from page* 1)

Services administration will be in the Commerce Department, as was NPA. The new administration will serve as a focus for cooperation between industry and government, as did the Commerce film section before the Korean war.

Gualino to Rome

Dr. Renato Gualino, president of the Italian Films Export Releasing Organization, will leave here by plane tomorrow for Rome. He is expected to return to the U.S. in November.

Story Material Factor

(*Continued from page* 1)

this sampling have had personal experience in running 3-D pictures in their theatres and 70 per cent have played an average of five such pictures each. None had played fewer than two.

While most of the criticism of 3-D was directed at the kind of pictures made in it so far, the study indicated that many industry people feel the most satisfactory answer to the problem of viewers is to promote the sale, through theatres or stores, of permanent 3-D glasses to be owned by the patron. An average of 54.5 per cent of exhibitors advocated this as against 37.1 per cent who thought cardboard viewers were satisfactory and only 8.4 per cent who were in favor of plastic frame glasses sterilized and re-used. The sale of permanent glasses has not been extensively tried.

Light Voted Satisfactory

Although a number of the exhibitor panel members expressed the opinion that single film 3-D would give the medium another chance provided the other conditions of good story value and reasonable price were fulfilled, most of them indicated that this was not because of grave dissatisfaction with the present methods of projection. A total of 78.6 per cent reported that synchronization of the two films was good and 85.1 per cent reported a satisfactory amount of light on the screen.

There were some significant differences in the areas represented in the voting on the main question of the present drawing power of 3-D pictures. Among exhibitors representing cities of over 100,000 in population only 9.8 felt that the medium continues to be a strong plus factor in attracting extra business. In cities between 30,000 and 100,000 only 25 per cent thought so; cities of 7,500 to 30,000 brought in 14.3 per cent and towns of less than 7,500 brought 14.8 per cent who thought so. The production panel, polled also on this question, showed 33.3 per cent who thought 3-D still powerful and in distribution there were only 25 per cent.

However, a number of "cooler heads" indicated in their opinions that 3-D properly handled and occasionally used could be a strong adjunct in giving the box-office a lift. This provided it was not used too often.

One exhibitor pointed out significantly that if a producer could see the reaction in an audience of children to arrows coming out of the screen they would know what to do with 3-D!

Little Objection to Viewers

Another indication that most exhibitors feel that it is principally the story that has been wrong so far, was the fact that a large number of them indicated that they felt patrons had no serious objection to wearing viewers. This in spite of the fact that they believed permanent viewers would be better than the present ones.

A total of 62.8 per cent of exhibitors voicing an opinion declared their patrons would not object to the necessity of wearing viewers provided the quality of the pictures improves. This total was highest (70.8) among exhibitors in towns of between 7,500 and 30,000 and lowest (58.1 per cent) in towns of less than 7,500.

They hold there's nothing the matter with 3-D that a good story can't fix.

SMPTE Award

(*Continued from page* 1)

is known as Cinerama, and the tremendous effect of this work on the motion picture industry through the stimulation of intensified development, engineering and exploitation activity, represents a significant advance in the development of motion picture technology," said the SMPTE.

Waller is a fellow of the society, president of Vitarama Co. and chairman of the board of directors of Cinerama, Inc.

K.C. Firm

(*Continued from page* 1)

Drive-In will handle U.S. sales for other Zeiss theatrical equipment.

The lenses are being made to the American company's specifications so that they will fit American projectors without modifications of any kind, Keilhack said, adding that proper adjusters will be furnished by Zeiss. Delivery has been promised to start late this month.

Batavia House to Dipson

BUFFALO, Oct. 1.—The Dipson circuit has taken over the operation of the Mancuso Theatre in Batavia. The house has been operated for five years by Dominick Mancuso. Dipson also operates the Dipson Theatre in Batavia.

Council on 3-D

(*Continued from page* 1)

to help every type of new dimensional film, whether 3-D with glasses, CinemaScope, Cinerama, Warnerscope, or Todd-AO. It will urge Hollywood producers to "cast their pictures" to that specific medium best suited to a particular story, said Odell.

Membership of the Council, he stated, will be selected from leaders in every field of the industry.

Declared Odell: "3-D pictures have brought new life to the box-office. Although only 4,200 of the nation's 15,000-or-more theatres are equipped, the average grosses, as compared with negative costs, have been tremendous. Hollywood is just now starting to put out its first top quality 3-D pictures. If they don't receive every assistance, it will probably be the first time in American industrial history that an industry participated in destroying something that was doing great business."

Temporary Board Named

The temporary board of directors includes Odell as executive director, Al O'Keefe, vice-president in charge of sales for the Pola-Lite Co., and Chester Ross, executive vice-president of National Film Service. Other incorporators are Edward T. Ingle, of Washington, former director of radio and television for the Republican National Committee, and Julian Jawitz, general counsel.

CinemaScope

(*Continued from page* 1)

CinemaScope production, Skouras said, with the investment spread out in many countries all over the world. In addition, he explained, 20th-Fox has invested more than $15,000,000 in equipping theatres with stereophonic sound and other equipment necessary for CinemaScope projection.

Skouras said he expected that "The Robe," first picture to be made in CinemaScope, would open in Paris either on Nov. 8 or 10 and would be followed by openings in Rome, Stockholm, Frankfort and Berlin, with a London opening set for Nov. 19. The picture will play in Australia and New Zealand starting in mid-November, he said, and during November and December would play in "practically all of the important cities in the world."

Professor Henri Chretien, inventor of the anamorphic lens used in the CinemaScope process, attended the press conference.

"The Robe" opened this morning at 9:30 at Loew's Capitol Theatre. Theatre managers said that attendance was steady throughout the day and that the 3,500-seat house was almost filled at all times. In the evening a special premiere was given for Cabinet members, Supreme Court justices, Embassy Row notables, high-ranking Armed Forces officers and other government officials.

'La Ronde' Ban

(*Continued from page* 1)

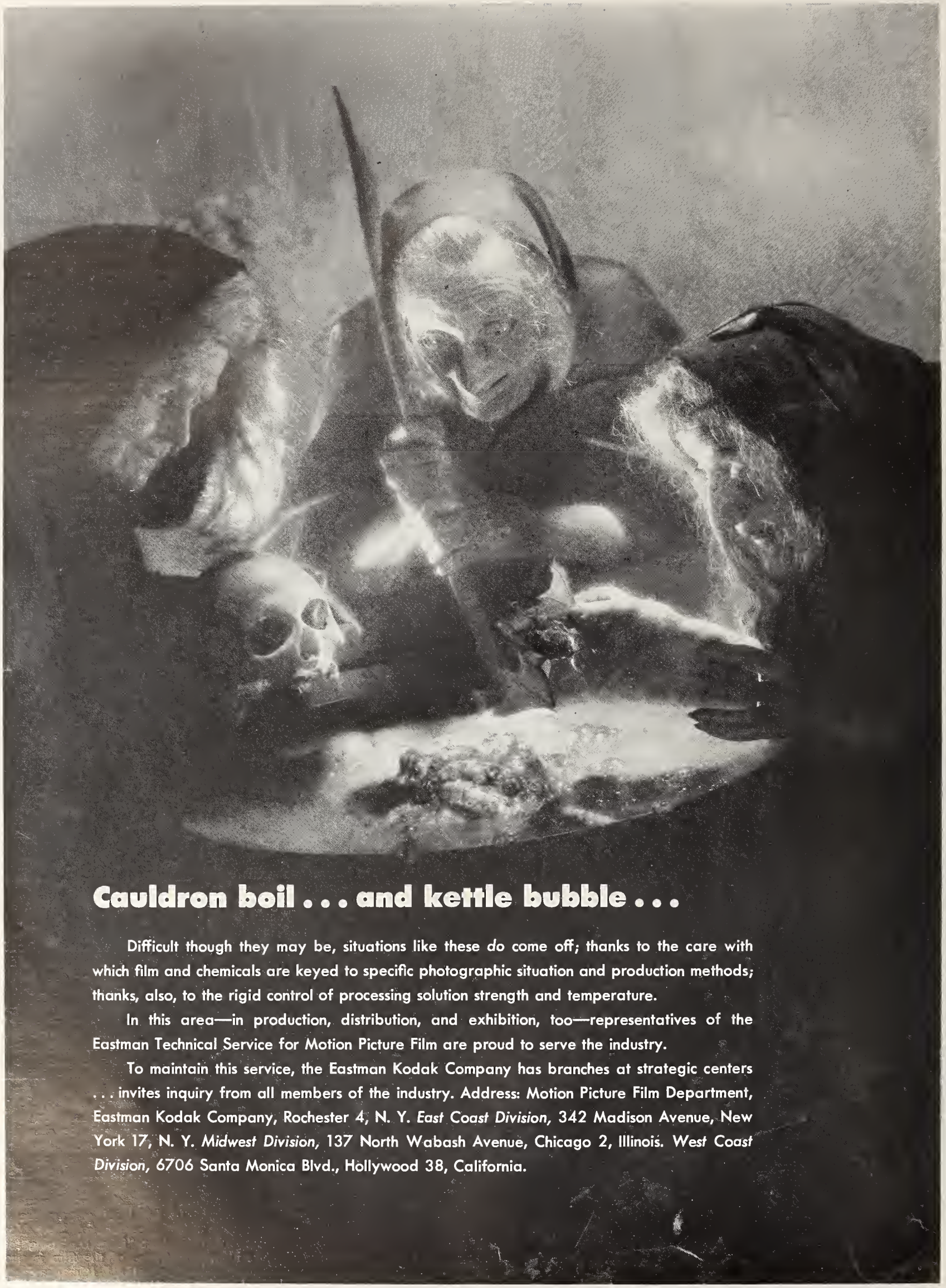
tributors of "La Ronde," filed a petition asking the high court to give motion pictures the fullest possible protection from state censorship prior to exhibition.

Basing its appeal largely on the Supreme Court decision in "The Miracle" case, the company argued that the sections of the New York Education Law under which the film was banned violate the First and 14th amendments, since they impose a prior restraint on film exhibition. Any such prior restraint, the distributor contended, can be sustained only under a narrowly drawn statute designed to meet a "clear and present danger" of substantive evil to the community. In the case of "La Ronde," there is neither any clear and present danger nor any narrowly drawn statute, the Justices were told.

'Vagueness' Claimed

The words "immoral" and "tend to corrupt morals"—used in the New York law as grounds for censorship, "are so vague and indefinite as to offend both the safeguards of the First Amendment and the due process requirements of the 14th Amendment," the distributor claimed. It said the high court, in "The Miracle" case, had left open the question of whether censorship was permissible "under a clearly drawn statute designed and applied to prevent the showing of obscene films," but added that "La Ronde" was not any such case. The Justices were told that while the film deals with the subject of illicit love, the presentation was beyond reproach.

In its brief urging the court to sustain censorship, New York State said that "from beginning to end the one theme of the film is promiscuity and seduction." It emphasized that the New York Appeals Court had found that the words "immoral" and "tend to corrupt morals" were not vague or indefinite and could be clearly applied to this film.



Cauldron boil . . . and kettle bubble . . .

Difficult though they may be, situations like these *do* come off; thanks to the care with which film and chemicals are keyed to specific photographic situation and production methods; thanks, also, to the rigid control of processing solution strength and temperature.

In this area—in production, distribution, and exhibition, too—representatives of the Eastman Technical Service for Motion Picture Film are proud to serve the industry.

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FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 74. NO. 67 NEW YORK, U. S. A., MONDAY, OCTOBER 5, 1953 TEN CENTS

Allied Board OK's Compo; Still Cold to Arbitration

Meeting Could Have Final Say Wednesday; Desperate Exhibitors Seek Business Help, Feel Arbitration Can't Solve Real Problem

By SHERWIN KANE

(Convention Program on Page 6)

BOSTON, Oct. 4.—The Allied States' board of directors, meeting here over the weekend in advance of the opening tomorrow of Allied's annual convention at the Sheraton Plaza Hotel, expressed itself in favor of renewing Allied's membership for another year in the Council of Motion Picture Organizations.

However, according to reliable reports, there was no strong demand on the part of board members for Allied to engage again in negotiations for an industry arbitration system. There was, instead, strong opposition to such a course, on the one hand, and noticeable indifference, on the other.



Wiibur Snaper

The board's decisions, although presumably final, may not go to the convention until the closing business session on Wednesday. It is possible, therefore, that some of them, notably that on participation in arbitration talks, could undergo some change before the con-

(Continued on page 6)

Tradewise...

By SHERWIN KANE

THERE IS LITTLE DOUBT that the average exhibitor is becoming more confused daily about continuing innovations in technical processes. Most want the equipment which will permit their theatres to make use of the new developments. Few have sufficient information on which to base a decision concerning equipment that will best meet their present needs.

•

Many such exhibitors, unable to afford multi-units, hesitate to make any installation for fear that, whatever their choice, adequate product may not be available for it or that it will not serve desirable product in other processes, either on the market or on the way.

It was in the hope of eliminating some of the confusion and providing the average exhibitor with some much-needed counsel that Allied States president Wilbur Snaper invited E. O. Wilschke and L. D. Netter, Jr., of Altec Service Corp. to address Allied's annual convention in Boston this week and to conduct there an open forum at which the puzzled exhibitor may put his questions and get informative answers.

•

One of the main points certain to be raised at the Allied forum was discussed by Netter with this department recently.

Altec, on behalf of 20th Century-Fox, did the installations for the trade demonstrations here and abroad of CinemaScope and some of those for the current engagements of "The Robe" throughout the country. In that experience and in the subsequent public and trade acclaim given to CinemaScope, Netter reports an impression frequently encountered that the advent of the single film sound system characteristic of CinemaScope has obviated all necessity for the separate magnetic reproducer now in use for the three-channel separate sound track.

As a practical matter, Netter

(Continued on page 2)

Heavy Schedule

14 Walt Disney Features In 30 Months

By AL STEEN

Walt Disney will release 14 features during the next two-and-a-half years, a record schedule, it was revealed here at the weekend by Leo Samuels, sales manager of Disney Productions. The lineup consists of four live-action features, two full-length cartoons, three "True Life Adventures," three in the "People and Places" series and two re-releases.

One of the live-action features, "20,000 Leagues Under

(Continued on page 7)

39-Week Income of 20th Century-Fox Seen as $1,100,000

A net income of $1,100,000 for the 39 weeks ending Sept. 26 was reported on Friday by 20th Century-Fox Film Corp. The figure, according to preliminary estimates for the period, is equal to 40 cents on each of the 2,769,486 shares. For the corresponding period last year, the

(Continued on page 7)

Deneau Will Assist Paramount's O'Shea

Sidney G. Deneau has been named general sales assistant to E. K. O'Shea, vice-president of Paramount Film Distributing Corp. by A. W. Schwalberg, president of the company.



Sidney Deneau

Deneau started in the industry with the old Fox Film Co. and served in several sales capacities. He then joined the Fabian circuit. In 1942 Deneau entered the Armed Services and on his return to civilian life he became general manager of the Schine circuit.

In 1947 he became associated with the Selznick Releasing Organization, as general manager of distribution in

(Continued on page 7)

74th Semi-annual Meet

New Techniques Usher in SMPTE Convention Here

The 74th semi-annual convention of the Society of Motion Picture and Television Engineers opens here today at the Hotel Statler, amid technical screen and sound developments which offer great promise to the industry.

The five-day meeting will feature more than a dozen sessions devoted to various phases of motion picture and television technology. High on the agenda this evening will be the Society's annual awards for outstanding achievement in various communications fields. In addition, there will be social events, including an industry-wide get-together luncheon and a banquet and dance.

Henry J. Taylor, radio commentator and analyst, will deliver the keynote speech at the luncheon meeting today,

(Continued on page 7)

Allied's 1954 Meet Goes to Washington

BOSTON, Oct. 4. — Allied States has chosen Washington as its 1954 convention city. The conclave will be held Nov. 15 through 17 at the Shoreham Hotel and the annual TESMA-TEDA trade show and exhibition will be held in connection with it.

The convention will be preceded by board of directors meetings to be held on Nov. 13 and 14.

An Allied-sponsored convention of drive-in theatre operators has been scheduled for Cincinnati, Feb. 15-17, 1954, at the Netherlands Plaza Hotel.

Personal Mention

SOL SCHWARTZ, president of RKO Theatres, and WILLIAM W. HOWARD, vice-president, are in Boston from New York.

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CHARLES JONES, Elma, Ia., exhibitor and secretary of Allied of Iowa-Nebraska, in New York at the weekend en route to the Allied convention in Boston, reported the arrival on Sept. 27 of LAVONNE JONES, his and MRS. JONES' fifth child.

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IRVING LUDWIG, Walt Disney Productions domestic sales supervisor, and AL MARGOLIES, will leave New York by plane today for Chicago.

•

ALLAN G. SMITH, manager of National Theatre Supply here, is in the New York Eye and Ear Hospital for eye treatments.

•

ANTHONY DAWSON, actor, returned to New York at the weekend from Hollywood.

•

ALFRED CROWN, RKO Radio foreign manager, will leave Rome tomorrow for Bombay.

•

OTTO PREMINGER has arrived here from Hollywood.

City and Nation Join In Tucker Tribute

Persons prominent in the civic and political life of the city and nation joined notables in all branches of the entertainment industry last night in paying tribute to Sophie Tucker at the Golden Jubilee dinner tendered her at the Waldorf Astoria under the auspices of the Jewish Theatrical Guild.

M-G-M Signs Ferrer For Film on Romberg

HOLLYWOOD, Oct. 4.—Jose Ferrer has been signed by M-G-M to star in "Deep in My Heart," Sigmund Romberg biography, which starts filming in January. Ferrer recently completed leading character roles in "The Caine Mutiny" and "Miss Sadie Thompson."

'Robe' to Milwaukee

MILWAUKEE, Oct. 4. — The Milwaukee premiere of "The Robe" will be held at the Fox-Wisconsin Theatre on Oct. 22. Opening night admission will be $4.80. The following day the film will start an extended run at a price scale ranging from 98 cents to $1.50 in the afternoon to a top of $1.80 for the evening performances.

Elliott, Berinstein Die

CHICAGO, Oct. 4.—Two veterans of the industry, Clyde Elliott, 62, long-time distributor here, and Joseph Berinstein, 68, projectionist at the Avalon Theatre for the past 30 years, died here Thursday. Each is survived by his widow.

Tradewise...

(Continued from page 1)

explained, exhibitors who contemplate CinemaScope installations still will require the separate reproducer if it is their intention to play other companies' films with stereophonic sound recorded on separate film.

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If a complete transition is to take place, it is evident at this stage that it will be six months to a year or longer occurring. In that time, exhibitors who wish to play all companies' pictures recorded with stereophonic sound will require both types of magnetic reproducers, namely, the "penthouse" or "button-on" reproducer for stereophonic sound on the single film with picture, and the separate magnetic reproducer for those with stereophonic sound recorded on separate film.

It is such basic information that many small exhibitors are seeking and which the Allied forum conducted by the Altec executives will constitute one of their early opportunities to obtain.

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For exhibitors unable to be present at the Allied convention forum on equipment problems posed by the new techniques, there is available from Altec an informative, illustrated booklet covering developments in the stereophonic sound field, which may be had on request to the company.

'The Robe' in 26 Cities This Week

Twentieth Century-Fox's "The Robe" in CinemaScope will be showing in 26 situations across the country by the end of this week, with 11 key openings scheduled through next Friday. The picture opens tomorrow at the Memorial in Boston and in the Saenger in New Orleans, the Denver in Denver, the Malco in Memphis and the Indiana in Indianapolis on Wednesday. Thursday openings are slated for the Orpheum in Portland, Ore., Radio City in Minneapolis, Hippodrome in Cleveland, Metropolitan in Houston and the Majestic in San Antonio. "The Robe" opens in Oklahoma City's Criterion on Friday.

Einfeld Back from South On 'Robe' Openings

Charles Einfeld, vice-president of 20th Century-Fox, will return to New York today from Memphis, Birmingham and Indianapolis where he finalized plans for the opening of "The Robe" in those cities. Einfeld will go to Boston today for the premiere there.

MPEA Hears French Situation Worsens

With the extension of the Franco-American film agreement expiring next month, prospects were considered dim here at the weekend that quick agreement could be reached for a new pact on the basis of reports from Motion Picture Export Association offices in Paris.

The French, it was stated, are seeking to pare down the number of permits from 110—the 90 plus 20 under the current agreement—to 70. In addition, it was stated, the French are seeking to eliminate or reduce the so-called "capital account" under which American film companies remitted some extra revenues earned by U.S. films in France.

The French, Swedish and Italian situations were discussed at a meeting of the MPEA foreign managers here on Friday, presided over by MPEA president Eric Johnston, who returned to Washington at the weekend. It was considered likely that Johnston would go to Paris shortly to head up the American negotiating team in light of the deteriorating situation.

The MPEA was informed that the Swedish government has agreed to free convertibility as of Aug. 15, while $1,500,000 is due from Italy shortly, perhaps this week, in the first phase of the deal recently concluded regarding heretofore frozen Italian lira owned by American companies.

Six Films Completed, Six Others Started

HOLLYWOOD, Oct. 4. — Six pictures have been started, and a like number have been completed.

New undertakings are "Ghost of O'Leary," "Arrow in the Dust" and "Yukon Vengeance" (Allied Artists); "White Christmas" and "Sabrina Fair" (Paramount), and "Magnificent Obsession" (Universal-International).

Shooting was concluded on "Bomba and the Golden Lion" (Allied Artists), "Space Station U. S. A." (Tors); "Man in the Attic" and "Three Young Texans" (Panoramic, for 20th-Fox); "Miss Baker's Dozen" (M-G-M), and "Dial M for Murder" (Warner).

Big Increase in US Admission Tax Take

WASHINGTON, Oct. 4.—General admission tax collections for July, reflecting June business, were up considerably from June collections but were slightly below those of July, 1952, the Internal Revenue Bureau said.

Figures released over the weekend were not exactly comparable to those used previously in MOTION PICTURE DAILY. Bureau officials said the strictly comparable figures had been delayed slightly and would be available later. But all figures released now do indicate the general movement.

They indicate general admission tax collections for July of about $28,300,000, compared to about $26,269,741 in June and $28,369,934 in July 1952.

See Growing Number Of Co-production US-Italian Deals

By MURRAY HOROWITZ

An increase in the number of co-production deals between independent Italian producers and major American distribution-production firms was forecast at the weekend by Carlo Ponti and Dino De Laurentiis, Italian producers visiting the U. S.

The Italian producers, who now have a co-production tie-up with Paramount, based their contention on what they described as the considerable state of uncertainty in Hollywood regarding new techniques.

Ponti and De Laurentiis said they have completed shooting in Italy and the Mediterranean of "Ulysses," which Paramount will distribute in the U. S. and Canada as part of Paramount's seven-picture-a-year deal with the two producers. Acting as interpreter for the two Italian producers was Dr. Renato Gualino, president of the Italian Film Export Releasing Organization. Production, they said, has started on "Atilla," and negotiations are proceeding with Paramount regarding distribution. On another property, "Mambo," they said, distribution will be done by Paramount.

Three Made in English

The three pictures, it was explained, have been made in English, and for the foreign market, they will be dubbed in the required language. Under the arrangement of Ponti and De Laurentiis with Paramount, the pictures are 100 per cent Italian-financed with Paramount putting up certain guarantees depending on the company's distribution arrangement upon delivery of a print.

"Ulysses," which stars Kirk Douglas and Silvana Mangano, and is in color by Technicolor will be received in the U. S. in December, it was stated. The picture was described as the costliest ever made by European producers. The cost was put at $2,500,000. Ponti and Dino De Laurentiis left here for Hollywood on Friday and will depart for Rome next Friday.

Butler Signed to New Warner Pact

HOLLYWOOD, Oct. 4.—Jack L. Warner, executive producer, has signed David Butler, director, to a new long-term Warner Brothers contract.

As one of the first pictures under the new contract, Butler has been assigned to direct "The Talisman." The picture will be made in wide-screen, WarnerScope and WarnerColor.

Allied Artists Has 13 Unreleased Features

HOLLYWOOD, Oct. 4. — Allied Artists has 13 unreleased features in its backlog, the greatest number in the company's history, Walter Mirisch, executive producer, has disclosed. Additionally, the company has two features currently filming, with color in Technicolor, and two more scheduled to start shooting this month.

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starring

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WILLIAM BISHOP and JACK ELAM

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"A HELLUVA PICTURE!" says N. Y. Journal-American

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EVERY
THE MODER
CINEMA
IS PLAYING TO THE
IN ENTERTAINM



FROM 20th CENTURY-FOX IN CINEMASCOPE
YOU SEE IT WITHOUT GLASSES

NOW! The Robe TECHNICOLOR

SOON! Marilyn

PE CHICAGO HAS GONE CINEMA

CINEMASCOPE PHILADELPHIA HAS

GONE CINEMASCOPE ATLANTA

CITY HAS GONE CINEMASCOPE

BUFFALO HAS GONE CINEMASCOPE

WASHINGTON HAS GONE CINEMA

CINEMASCOPE PITTSBURGH HAS

ISCO HAS GONE CINEMASCOPE

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ASCOPE
GREATEST GROSSES
ENT HISTORY!

NROE • Betty GRABLE • Lauren BACALL in How To Marry A Millionaire

TECHNICOLOR

Allied Board

(*Continued from page* 1)

vention ends, but that is not now regarded as likely.

It was not disclosed whether the board would make a recommendation on the matter to the convention and invite discussion and a vote or merely report its attitude and ask for ratification. In either case, observers here for the most part feel the board would be overwhelmingly upheld.

There is a noticeable lack of enthusiasm among the Allied rank-and-file for arbitration, the general feeling expressed in pre-convention conversation being that the smaller exhibitor today is confronted with problems for which he feels arbitration can offer him no solution.

One frequently-heard report here is that arbitration would not have been on the board's agenda, or before the convention at all, but for the informal meeting of representatives of various exhibitor organizations in New York on Sept. 21. As a result of that meeting, it is said, Wilbur Snaper, Allied president, agreed to ask that the subject be placed on the board's agenda solely to obtain an expression as to whether or not Allied would participate in new arbitration meetings, if called. No request that the board discuss arbitration was received from any other individual in Allied, according to the reports.

Need for Tax Relief Vital

The board's recommendation on renewal of membership in COMPO also is virtually certain to be upheld, whether or not it is submitted to debate in the convention. The exhibitors here, for the most part, and their associates at home, are in dire need of relief from the Federal admissions tax.

Many of them are holding on to their theatres almost wholly in the hope that tax exemption can be won in the next session of Congress. They are impressed with the job the COMPO tax committee did this year and are hopeful that success will crown its efforts next year. They feel that this is no time to withdraw from COMPO.

Allied's own Col. H. A. Cole is co-chairman of the effective tax committee, and Allied's Trueman Rembusch is one of COMPO's governing triumvirate. Both are destined to be authorized to continue in those posts by the board and convention.

Snaper points out that this convention has been designed insofar as possible to help the average exhibitor meet and solve some of his most urgent problems. Emphasis is being placed, in convention sessions, on methods of improving and building theatre business; on factual approaches to the new techniques in projection and sound reproduction; to demonstrations of new processes, and to the exchange of film buying information.

In fact, said Snaper, film prices, and the selling policies of distributors, are subjects high on the agenda for discussion, and will treat (1) discriminatory practices, (2) shortage of film and (3) the holding back of releases;

(*Continued in Column* 4)

ALLIED STATES ASSOCIATION OF M. P. EXHIBITORS

CONVENTION PROGRAM

Sheraton Plaza Hotel—Boston

MONDAY, OCTOBER 5

9:00 A.M. Registration—*Hotel Lobby. Personalized Gifts to Registrants.*

2:00 P.M. Opening Convention Session—*Ballroom. Call to Order and Greetings by Norman Glassman, Convention Chairman. Official Welcome by Wilbur Snaper, National Allied Pres. Keynote Address.*

3:00 P.M. Demonstration of Improvements of 3-D—*Ballroom, Polaroid Corporation.*

3:45 P.M. Official Notices Regarding—*Film Clinics, Future Agenda. Speaker, Al Sindlinger: Theatre Research.*

4:00 P.M. Official Opening of Trade Show—*Foyer, State Suite, Oval Room.*

6:00 P.M. Open House for Delegates and Wives—*Hospitality Suite, Parlors 131-133. Open During Entire Convention. Sponsored by Motion Picture Advertising Service Co.; United Film Service, Inc.; Independent Exhibitors, Inc.*

TUESDAY, OCTOBER 6

9:00 A.M. Registration—*Hotel Lobby. Personalized Gifts.*

9:30 A.M. Review of Trade Show—*Oval Room, State Suite, Foyer.*

10:00 A.M. Film Clinics — *Large Cities — Copley Room. Circuit Buyers—Back Bay Room. Drive-ins—Hub Room. Small Towns and Sub Runs—Ballroom Rostrum.*

10:30 A.M. Ladies Day Program—*Tour of New England's Historic Places of Interest. Luncheon at Wayside Inn. Return Trip to Glass Flower Exposition.*

12:30 P.M. Luncheon for Registered Conventioneers—*Ballroom.*

2:00 P.M. Exhibitors in Convention—*Ballroom. Open Forum. Discussions. Speakers: Steve Broidy, Allied Artists president. Open forum on new sound and equipment processes, conducted by E. O. Wilschke and L. D. Netter, Jr., of Altec Service Corp.*

5:30 P.M. Adjournment.

6:30 P.M. Cocktails—New England Sea Food Dinner—Entertainment — *John Hancock Hall — Dorothy Quincey Suite. Your Host—The Coca Cola Company.*

12:00 Mid. Nite Cap—*Hospitality Suite—Parlors 131-133. Special Performance of "The Robe" in CinemaScope at RKO Memorial Theatre for all registered convention delegates.*

WEDNESDAY, OCTOBER 7

9:00 A.M. Registration—*Hotel Lobby.*

9:30 A.M. Review of Trade Show—*Oval Room, State Suite, Foyer.*

10:00 A.M. Committee Meetings—*Suites to be assigned.*

1:30 P.M. Exhibitors in Convention—*Ballroom. Informative Speakers. Reports. Conclusions.*

6:30 P.M. Cocktail Hour—*Hub Room and Lobby Lounge. Sponsored by Pepsi Cola.*

8:00 P.M. Industry Banquet — *Ballroom. Civic Leaders. Celebrities. Address by James J. Wadsworth, Deputy U. S. Representative to the United Nations.*

Wolfberg, Marcus Mentioned as Allied Presidential Timber

BOSTON, Oct. 4.—While the annual election of Allied States' officers will not be held until the winter meeting of the board of directors, the names of John Wolfberg of Denver and Ben Marcus of Milwaukee are being heard mentioned at the annual convention here as likely candidates to succeed Wilbur Snaper as president.

Snaper is completing his second year in the post and no Allied president has served more than two terms since Col. H. A. Cole served three, from 1939 through 1941. Hence delegates here are of the opinion that Snaper will not be a candidate for reelection next January. Wolfberg is secretary of national Allied and national director for Rocky Mountain Allied. Marcus is treasurer of national Allied and national director for Allied of Wisconsin.

Most delegates believe that the president will be from the West.

Allied Board Meets

(*Continued from Col.* 1)

insurance rates, he said, will also be discussed in full.

That so much attention to the exhibitor's practical, day-to-day problems is neither premature nor overemphasized by this convention would appear to be testified to by the decline in attendance, particularly of those from points West of the Mississippi, which is frankly ascribed to inability of many exhibitors to bear the cost of the trip.

Official registrations will not begin until tomorrow morning but advance indications are that the total will be in the neighborhood of 700 to 800, including guests and non-Allied members. This is several hundred less than attendance at Allied conventions for the past several years and, moreover, is being drawn mainly from the populous, nearby Eastern regions.

Many exhibitors from distant points are arriving as members of "car pools," reducing and sharing expenses. A number of other delegates are here as representatives of their regional Allied organizations, which are paying their expenses.

The scene here leaves no doubt that many exhibitors are perplexed and hard-pressed. They are looking to Allied and the annual convention for answers. There is no doubt, either, that a determined effort to furnish the answers will be made at this convention.

Lawrence with New US Defense Service

WASHINGTON, Oct. 4.—George Lawrence, an executive of the Bausch and Lomb Co. in Rochester, N. Y., has been named deputy director of the Scientific, Motion Picture and Photographic Products Division of the new Business and Defense Services Administration, reports to division director Nathan D. Golden.

Lawrence will be on leave from his Bausch and Lomb post to serve the government for six months without compensation. After that time, he will be succeeded by another industry official.

SMPTE Meet

(*Continued from page 1*)

which is to be attended by key executives of the various motion picture and television companies. In the afternoon, under the chairmanship of J. A. Maurer, with W. H. Deacy, Jr., as vice-chairman, there will be an SMPTE meeting devoted to basic principles of stereophony and stereoscopy. W. B. Snow, consultant in acoustics, will discuss the basic principles of stereophonic sound, J. E. Volkmann of RCA will deal with multi-channel sound systems and space acoustics, and D. L. MacAdam will have as his subject stereoscopic perceptions of size, shape, distance and direction.

Tonight the society will present its honors, the "Journal Award," the "Samuel L. Warner Memorial Award," the "David Sarnoff Award" and the honor generally regarded in communications engineering circles as the highest of all, the SMPTE "Progress Medal Award." This year the Progress Medal Award, as has already been announced, goes to Fred Waller, the inventor of Cinerama. Arthur Laughren will receive the Sarnoff Medal. Herbert Barnett, SMPTE president, will preside at the awards session.

STATEMENT REQUIRED BY THE ACT OF CONGRESS OF AUGUST 24, 1912, AS AMENDED BY THE ACTS OF MARCH 3, 1933, AND JULY 2, 1946

(Title 39, United States Code, Section 233) SHOWING THE OWNERSHIP, MANAGEMENT AND CIRCULATION.

Of MOTION PICTURE DAILY, published daily (except Saturdays, Sundays and holidays), at New York, New York, for October 1, 1953.

1. The names and addresses of the publisher, editor, managing editor, and business managers are: Publisher, and Editor-in-Chief, Martin Quigley, 1270 Sixth Ave., New York City; Editor, Sherwin Kane, 1270 Sixth Avenue, New York City; Managing Editor, Sherwin Kane, 1270 Sixth Avenue, New York City; Business Manager, Theo. J. Sullivan, 1270 Sixth Avenue, New York City.

2. The owner is: (if owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding one per cent or more of total amount of stock. If not owned by a corporation, the names and addresses of the individual owners must be given. If owned by a partnership or other unincorporated firm, its name and address, as well as that of each individual member, must be given.) Quigley Publishing Company, Inc., 1270 Sixth Avenue, New York City; Martin J. Quigley, 1270 Sixth Avenue, New York City; Gertrude S. Quigley, 1270 Sixth Avenue, New York City; Martin Quigley, Jr., 1270 Sixth Avenue, New York City.

3. The known bondholders, mortgagees, and other security holders owning or holding one per cent or more of total amount of bonds, mortgages, or other securities are: (If there are none, so state.) None.

4. Paragraphs 2 and 3 include, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting; also the statements in the two paragraphs show the affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner.

5. The average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers during the twelve months preceding the date shown above was: (This information is required from daily, weekly, semi-weekly and tri-weekly newspapers only.) 5,272.

(Signed) THEO. J. SULLIVAN,
Business Manager

Sworn to and subscribed before me this 28th day of September, 1953.

(SEAL) ROSE W. HORNSTEIN.
(My commission expires March 30, 1955.)

In the THEATRE

Equipment World

• • • *with RAY GALLO*

THE 74th semi-annual convention of the Society of Motion Picture and Television Engineers will be held at the Hotel Statler in New York today through Friday. There are several last-minute program changes as well as other highlights of the convention to which we would like to call your attention.

•

This evening the awards' session will be preceded by a dinner for SMPTE president Herbert Barnett. Board members, award committee chairmen and their wives attend.

•

For tomorrow morning the Sound Committee's report has been cancelled and instead three papers on new four-track magnetic sound reproducers will be read. John Hilliard will "emcee" the open discussion on new equipment and production techniques. An afternoon session of the Film Dimensions Committee will be informative to those interested in CinemaScope. Tomorrow night the Signal Corps meeting, originally slated to be held at the Pictorial Center, has been switched to the Hotel Statler.

•

Wednesday evening the banquet will be held, preceded by a cocktail party. In addition to the "Fellow Awards," there will be a dinner and dance—with no speeches. Jack Servies of National Theatre Supply and Emerson Yorke have worked very hard to make both the convention and the party worthwhile. If you haven't procured tickets for the banquet, be sure to do so soon as there will be lots of good talent and entertainment.

•

In order to allow everyone to recover from the effects of the night before, Thursday morning is being left open. The afternoon program remains the same.

•

Friday morning finds the regular session augmented by Ben Schlanger's report on an analysis of data collected in a nationwide survey of theatres by his Theatre Engineering Committee. And ladies: don't forget there is a nice program for you. See your hostess about the special trips around town.

•

In next week's column we'll report further events of the convention. In the meantime if you're not a member of the Society, please stop at the information desk and one of the aides will supply you with application data. Incidentally, if you still don't have a hotel room, look up Lee Jones of Neumade Products Corp., New York, who is handling reservations for the convention.

Pola-Lite Makes Bid To Underwrite 3-D Canadian Conversion

A unique arrangement which would underwrite the installation of 3-D equipment in Canadian theatres is being offered by the Pola-Lite Co., manufacturers of the new, all-plastic 3-D glasses, it was disclosed here at the weekend.

The arrangement outlines three plans for supplying Pola-Lite glasses to Canadian exhibitors, based upon an order of 3,000 pairs of glasses each month for 24 months. The purpose of the offer is to accelerate the equipping of theatres, it was stated.

To those Canadian exhibitors who are not equipped at all, Pola-Lite will give, "absolutely free," an all-purpose screen, it was stated, and the following equipment: electrical inter-lock with two synchronous motors, two pairs of 25-inch magazines, two porthold polarized filters, and other 3-D accessories. The screen will be furnished to size requested, it was stated, but an additional charge will be made for any screen exceeding 375 square feet.

To those exhibitors who have either a painted screen or an all-purpose screen which will enable them to show 3-D pictures, and are not otherwise equipped, it was stated, Pola-Lite will give "absolutely free" the necessary synchronizers and accessories. In addition, it was stated, such theatres will get the equivalent of $500 credit, that is, 4,200 pairs of glasses.

20th-Fox Income

(*Continued from page 1*)

company's net was $1,277,000, equal to 46 cents per share.

The company showed a net income of $942,000 for the 13 weeks ending Sept. 26, as compared with a net loss of $865,656 for the previous quarter, and with a net of $1,123,000 earned for the corresponding quarter of 1952. The net for the latest quarter is equal to 34 cents per share. Last year's figure was 41 cents.

Deneau

(*Continued from page 1*)

the U. S. and Canada. Deneau left Selznick to become vice-president in charge of sales for Lopert Films. He will start his new assignment on Monday, Oct. 12.

Remake of 'Ben Hur' Planned by M-G-M

"Ben-Hur" will come to the screen in 1954 in a new big-scale production by M-G-M. The decision to schedule the story was made after conferences here between Nicholas M. Schenck, president of Loew's, Inc., and Dore Schary, vice-president in charge of production.

The original story, made by M-G-M in the silent era, represented three years' work in Italy and Hollywood. It was presented in 1925 as a road-show.

Disney

(*Continued from page 1*)

the Sea" and the two cartoon features will be released in CinemaScope, but also will be available in standard dimensions. "20,000 Leagues" is expected to be released in Nov., 1954, and will be sold with Disney's first CinemaScope "Donald Duck" cartoon short subject. The cartoon features will be "The Lady and the Tramp," in which the characters are dogs, and "Sleeping Beauty." The former will be ready in Feb., 1955, and it is planned to make "Sleeping Beauty" a Christmas release in the same year.

"Rob Roy" is slated for release next February, and so is the re-release of "The Wonderful Adventures of Pinocchio," both of which will be distributed by RKO Radio. Other features, except those in the "True Life Adventure" bracket, are subject to distribution negotiations with RKO on a feature-by-feature basis, Samuels said. The "True Life" group will be sold and distributed independently for Disney.

Will Shoot in Switzerland

As a companion picture to "Lady and the Tramp," Disney is shooting a "People and Places" 50-minute subject in Switzerland. Others in this series will be "Morocco" and "Siam."

The first in the "True Life Adventure" series is "The Living Desert," which will be released in November. This will be followed next June by "The Vanishing Prairie" and, in late 1954, by "The African Story."

"Fantasia" will be re-released about the middle of next year in CinemaScope, Samuel said.

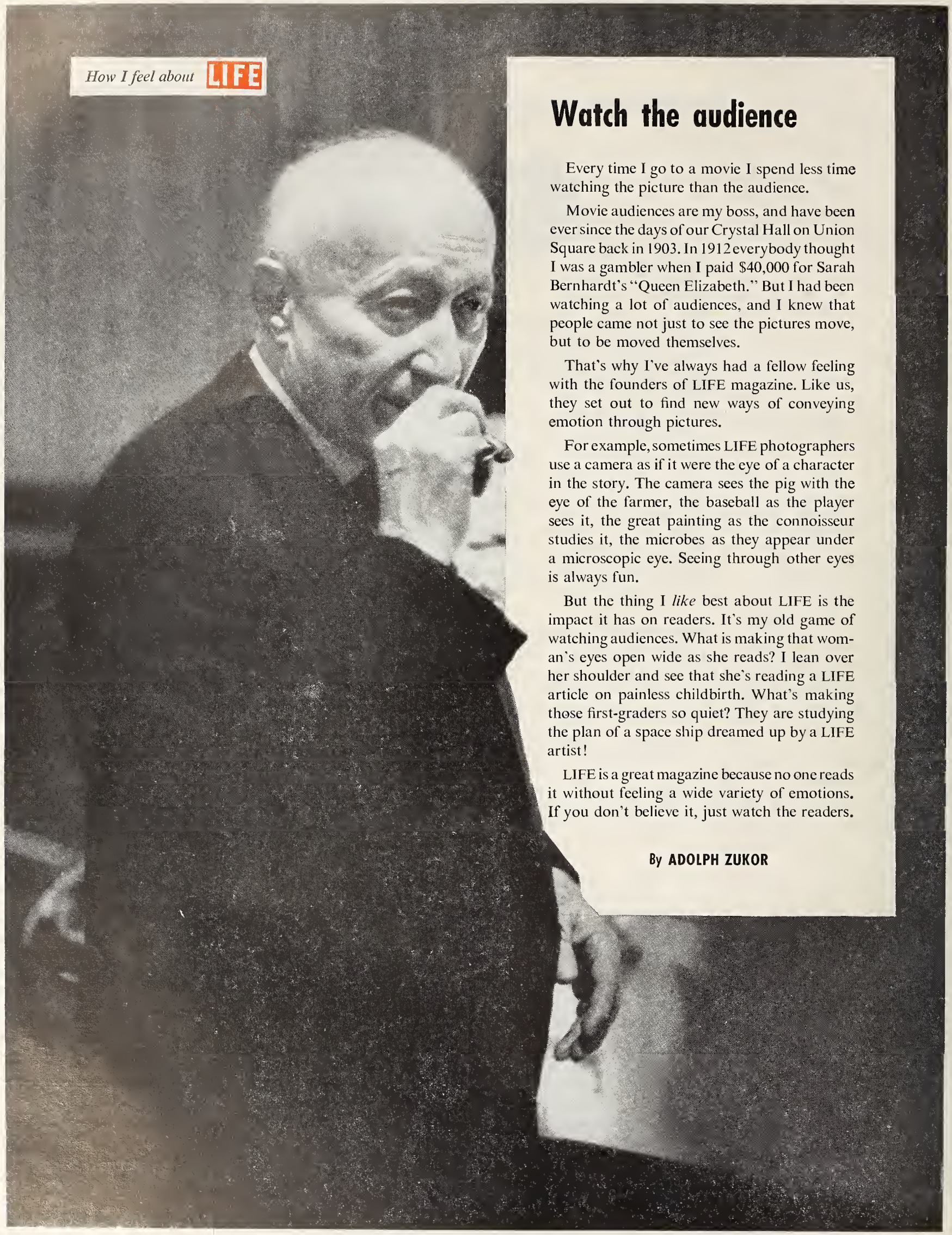
Samuels said that two additional features in the live action category are being planned by Disney. One is "The Colorado Expedition," which will recount the experiences of Captain Powell who was the first to travel the length of the Colorado River, while the other will be "The Great Locomotive Chase," dealing with an episode in the American Civil War. These will be ready in 1955.

Campaign for 'Pinocchio'

The campaign on "Pinocchio" will be similar to that which was utilized on the reissue of "Snow White," according to Charles Levy, Eastern publicity director for Disney.

Irving Ludwig, domestic sales supervisor, said merchandising plans are well along on the lineup. King Features, he said, again will distribute to approximately 65 newspapers, colored comics telling the story of current and upcoming Disney releases. King Features started this policy with "Peter Pan" and will continue these cartoon serializations.

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Watch the audience

Every time I go to a movie I spend less time watching the picture than the audience.

Movie audiences are my boss, and have been ever since the days of our Crystal Hall on Union Square back in 1903. In 1912 everybody thought I was a gambler when I paid $40,000 for Sarah Bernhardt's "Queen Elizabeth." But I had been watching a lot of audiences, and I knew that people came not just to see the pictures move, but to be moved themselves.

That's why I've always had a fellow feeling with the founders of LIFE magazine. Like us, they set out to find new ways of conveying emotion through pictures.

For example, sometimes LIFE photographers use a camera as if it were the eye of a character in the story. The camera sees the pig with the eye of the farmer, the baseball as the player sees it, the great painting as the connoisseur studies it, the microbes as they appear under a microscopic eye. Seeing through other eyes is always fun.

But the thing I *like* best about LIFE is the impact it has on readers. It's my old game of watching audiences. What is making that woman's eyes open wide as she reads? I lean over her shoulder and see that she's reading a LIFE article on painless childbirth. What's making those first-graders so quiet? They are studying the plan of a space ship dreamed up by a LIFE artist!

LIFE is a great magazine because no one reads it without feeling a wide variety of emotions. If you don't believe it, just watch the readers.

By ADOLPH ZUKOR

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 74. NO. 68 NEW YORK, U. S. A., TUESDAY, OCTOBER 6, 1953 TEN CENTS

Exhibitors Urged to Gain Voting Control of Majors

Allied Votes Unanimously to Appoint a Committee to Study Rembusch Proposal; Sees Better Trade Practices a Result

By SHERWIN KANE

BOSTON, Oct. 5.—A suggestion that exhibitors gain voting control of several major producing-distributing companies to initiate policies designed to insure against shortages of product and the adoption of sales practices more desirable to independent exhibitors was advanced by Trueman Rembusch as keynote speaker for Allied States' annual convention, which opened at the Sheraton Plaza Hotel here today.

Rembusch suggested that voting control of a company or companies, with adequate representation of exhibitors on the boards of directors, might be obtained by the purchase of as little as 10 per cent of some companies' outstanding stock "by exhibitors who will guarantee playdates at prices comparable to the going market," who then, Rembusch suggested, could "secure the voting rights of sufficient shares of stock owned by large investment houses to secure control of the company."



T. Rembusch

"The investment houses would turn

(*Continued on page 6*)

Sees Expansion

Roy Brewer Joins AA As Exec. Assistant To Steve Broidy

Roy M. Brewer, who resigned recently as international representative of the IATSE on the Coast, has joined Allied Artists as an executive assistant to president Steve Broidy. The affiliation was revealed officially here yesterday by Broidy who said that the deal had been closed at the weekend.

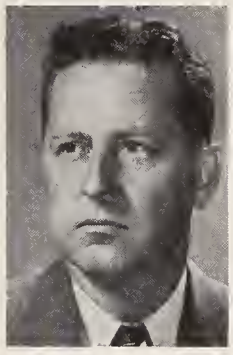
Broidy stressed the point that Brewer would in no way participate in Allied Artists' labor relations. Brewer, Broidy said, will be involved in many phases of the company's activities and will work closely with vice-presidents G. Ralph Branton and Harold Mirisch, executive pro-

(*Continued on page 8*)

Hits Misuse of New Media as 'Waste' At SMPTE Meeting

By MURRAY HOROWITZ

A warning to the industry that new techniques should not be used to sell "otherwise unsalable merchandise" was sounded here yesterday by Herbert Barnett, president of the Society of Motion Picture and Television Engineers, in his luncheon address opening the 74th semi-annual SMPTE con-



Herbert Barnett

(*Continued on page 8*)

Snaper Joins 'Triumvirate'

BOSTON, Oct. 5.—The Allied board of directors, having approved renewal of Allied's membership in the Council of Motion Picture Organizations for another year, today named Wilbur Snaper, Allied presi-

(*Continued on page 7*)

Add Terms To Allied Okay of Arbitration

Rentals, Pre-Releases, Bidding Are Issues

BOSTON, Oct. 5.—Allied States has upped the ante over last year for its further participation in an industry arbitration conference.

The board of directors meeting here not only reaffirmed the position it took at its winter meeting last February when it proposed the establishment of an all-inclusive system of arbitration, but now adds, in view of developments since, that it can see "no practical benefit to Allied members in any arbitration plan that does not":

¶ Provide for the arbitration of film rentals and selling policies on a national and regional basis;

¶ That countenances the pre-release of pictures even on a limited scale, and

¶ That does not prohibit the initiation of competitive bidding on any situation except upon the written

(*Continued on page 7*)

Para. Division Mgrs. Meet

A week-long meeting of Paramount division managers and home office executives will be held in New York beginning next Monday, A. W. Schwalberg, president of Paramount Film Distributing Corp., disclosed here yesterday.

The meeting, which has been called in accordance with Schwalberg's policy of having the field managers assemble periodically to analyze current and future product, the market and advertising - publicity - exploitation de-

(*Continued on page 8*)

Allied, Not COMPO, Is Vital: Rembusch

BOSTON, Oct. 5.—Persons who advocate turning over trade practice problems and other functions of an exhibitor trade association to the Council of Motion Picture organizations understand neither the functions of exhibitor association work nor the limitations of COMPO's functions as defined by its charter, Trueman Rembusch, one of the governing triumvir-

(*Continued on page 7*)

First of Its Kind

Columbia and Nord in Deal For 1-Strip, 3-D Process

Columbia Pictures has completed an arrangement to utilize the Nord extended area system of single-strip three-dimensional film.

Following a series of meetings between Columbia and Nord executives at the Hollywood studio, during which the latter demonstrated a number of sample pictures printed by the Nord process, Columbia agreed to make immediately available to exhibitors who so request them, prints in the Nord system of any of the studio's films which have been made, or which will be made, in 3-D.

At present final color tests are being conducted at the Coast Technical laboratory, which will make the Nord prints for Columbia, and the first film to be made available to exhibitors who request it in the new process will be "Gun Fury," color by Technicolor picture.

Other unreleased Columbia 3-D

(*Continued on page 8*)

Next Allied Meet In Milwaukee

BOSTON, Oct. 5.—The 1954 Allied States national convention, combined with the annual TESMA - TEDA trade show, will be held in Milwaukee, Oct. 12-14.

An inadvertent error in *Motion Picture Daily* today named Washington as the convention city for next year.

The Allied convention and trade show will be held in the Milwaukee City Auditorium.

Allied's drive-in convention is scheduled for Feb. 2-4, 1954, at the Netherland-Plaza Hotel in Cincinnati.

The winter meeting of Allied's board of directors will be held at the Terrace Plaza Hotel in Cincinnati on Feb. 5-6.

Personal Mention

ADOLPH ZUKOR, chairman of Paramount's board of directors, and GEORGE WELTNER, president of Paramount International, will leave New York for Europe on Saturday.

•

CHARLES A. SMAKWITZ, Stanley Warner zone manager in Albany, will have charge of arranging and lighting in a photographic contest to be conducted as part of the annual meeting of the New York State Associated Press members at the Biltmore Hotel here on Oct. 18-19.

•

MRS. NORMAN GLASSMAN, wife of the general chairman of the Allied National convention in Boston, is being treated for a throat infection at the Lowell General Hospital.

•

SID GINSBERG and MRS. GINSBERG are the parents of a son born Friday at Kew Gardens General Hospital. Father is publicity director of Trans Lux Theatres Corp.

•

OLEN MARTIN and MRS. MARTIN, of the Tri-City Drive-in Theatre, Bucyrus, O., are the parents of a daughter. It is their first child.

•

HAROLD J. FITZGERALD, president of Fox Wisconsin, has been named city director of the 1954 March of Dimes Campaign in Milwaukee.

•

TOM RODGERS, JR., Trans Lux Theatre executive, and MRS. RODGERS are the parents of a boy born in Lawrence Hospital, Bronxville.

•

CONCETTA ANN MARAUCCI, of the RKO Radio New Haven exchange staff, married ANGELO RICCITELLI, also of New Haven.

•

ABRAHAM A. SPITZ, veteran exhibitor of Providence, is in St. Joseph's Hospital there following a stroke.

•

HAROLD MIRISCH, Allied Artists vice-president, has arrived here from Europe aboard the "Queen Mary."

•

B. G. KRANZE, general sales manager of United Artists, will leave here on Wednesday for Toronto.

•

CARLO PONTI and DINO DE LAURENTIIS, Italian producers, have arrived in Hollywood from New York.

•

ALFRED CROWN, RKO Radio foreign manager, will leave Rome today for Bombay, India.

Utica Funeral Held For Nathan Robbins

UTICA, N. Y., Oct. 5.—Funeral services for Nathan G. Robbins, 57, at one time the principal theatre operator of this city, who died suddenly of heart disease on Sept. 30, were conducted here by Rabbi Jerome Lipnick.

Robbins' first theatre venture in Utica was a partnership operation of the old Majestic. Robbins also was founder of Robbins Film Co.

To Effect New UA Liaison Program

Max E. Youngstein, vice-president of United Artists, and Leon Roth, newly-appointed publicity coordinator on the Coast, have left here for Hollywood to launch the UA program of strengthened collaboration in the advertising-publicity field between the company and its Hollywood producers.

Youngstein will be in Hollywood about a week, visiting independent producers now readying films for United Artists. Roth, who has been assistant publicity manager here, will assume his new post on his arrival in Hollywood and will make his permanent headquarters in the company's offices at the Goldwyn studios.

Roth's publicity operations, which will be under the supervision of Francis M. Winikus, national director of advertising publicity, will be designed to speed and improve liaison between Hollywood and the company's home office in New York.

Party for Roth

More than 125 members of the industry, primarily from the advertising-publicity field, attended a farewell party for Roth at Sardi's Restaurant here on Friday evening.

Executives of United Artists, members of the advertising-publicity departments of virtually every film company here, representatives of independent producers, advertising and publicity agencies; members of the trade press and New York newspapers and national magazines were on hand.

Pola-Lite Considers 'Order' Plan for US

A plan to underwrite the installation of 3-D equipment in U. S. theatres in return for a minimum order pledge for 3-D glasses is being considered by the Pola-Lite Co., manufacturers of all-plastic glasses.

This was disclosed here yesterday by a Pola-Lite spokesman who said Pola-Lite was considering the adoption of the same plan, now being considered for Canadian exhibitors. The spokesman said that the plan, as published in MOTION PICTURE DAILY on Monday, has not been offered, as yet to Canadian exhibitors, and that a decision on the matter will be made shortly by the company. The spokesman held out the possibility that if adopted, the plan might also be offered to U. S. exhibitors.

Christopher Award To 'Little Boy'

Paramount's "Little Boy Lost," starring Bing Crosby, has been selected for the Christopher Award as one of the two outstanding pictures of 1953. "The Robe" was the other selection.

A six-minute film showing Crosby presenting the award to producers William Perlberg and George Seaton was shot over the weekend. The film will be included in a special telecast to be aired later this month over more than 100 stations in the U. S. The subject also will show highlights of "Little Boy Lost."

'Robe' at $190,000 Wins Over 'Yanks'

"The Robe" at the Roxy continued to rack up record grosses here this week, with matinee business just as brisk as ever despite the competition of the World Series. Other attractions along Broadway which did excellent business include "Mogambo," "Little Boy Lost," and "From Here to Eternity."

For the third week at the Roxy, "The Robe" is expected to hit a terrific $190,000, exclusive of the admission tax. The first week of "Mogambo" at Radio City Music Hall is due to register a good $147,000. At the Rivoli, an excellent $44,200 is forecast for the second week of "Little Boy Lost." Still doing smash business is "From Here to Eternity" at the Capitol, with $72,000 indicated for the ninth week.

"Those Redheads from Seattle," in 3-D, opened to a satisfactory estimated $20,000 at Loew's State for its first week.

$23,264 for 'Paradise'

"The Captain's Paradise" at the Paris Theatre has set a new house non-holiday attendance record, with $23,264 racked up for the first week, it was disclosed here yesterday.

20th-Fox Sales Meet Thursday, Friday

A national sales meeting to discuss merchandising procedures for the coming months and the handling of the first CinemaScope productions has been called by Al Lichtman, 20th Century-Fox director of distribution, for Thursday and Friday. The sessions, to be held in New York, will be attended by division managers, assistant division chiefs, all branch managers of the company's 38 domestic and Canadian offices, and the home office sales staff.

The meetings will be conducted by Lichtman, will be assisted by W. C. Gehring, executive assistant general sales manager, and assistant sales managers Edwin W. Aaron and Arthur Silverstone.

Spyros P. Skouras, president of the corporation, will address the opening session, while a discussion of advertising, publicity and exploration plans will be conducted by vice-president Charles Einfeld.

Division managers to attend are Martin Moskowitz, Empire State; C. Glenn Norris, Atlantic; T. O. McCleaster, Central; Peter Myers, Canada; M. A. Levy, Midwest; H. G. Ballance, Southern, and Herman Wobber, Western. Assistant division managers to be present are Paul S. Wilson, Southern, and Bryan D. Stoner, Western.

Technicolor Floats $5,000,000 Loan

Negotiations through Lehman Brothers have been completed by Technicolor, Inc., for private placement of a $5,000,000 note at 4⅜ per cent, due Oct. 1, 1969. Dr. Herbert T. Kalmus, president of Technicolor, stated that proceeds of the note will be used for general corporate purposes.

Some 3-D Features Find Going Tough In Chicago Houses

CHICAGO, Oct. 5.—Bearing out recent editorial comment that 3-D is meaningless at the box-office unless the picture itself is good, three 3-D films are finding tough going here, with one, "The Moonlighter," being pulled after only one week at the B and K United Artists, and the other two, "Devil's Canyon" at the RKO Grand and "Wings of the Hawk" at the McVickers, drawing badly.

On the other hand, "The Robe," still packing them in following its Midwest premiere at the State Lake, is expected to hit close to $90,000 in its second week, a negligible drop from the $97,000 of last week; and "Martin Luther," running slightly ahead of its opening session of $21,000, is expected to do $22,000 in its second week at the 600-seat Loop.

Among the new pictures, "Roman Holiday," is chalking up a so-so $50,000 at the Chicago in its local debut; "The Actress" is hitting a light $8,500 at the Monroe; and "The Beggar's Opera" is heading for a satisfactory $5,200 at the Ziegfeld. "Beauty and the Outlaw," new title here for "Ride, Vaquero," is down to a mediocre $15,000 at the Woods; "Arrowhead" and "The Vanquished" are racking up a good $17,000 in their second week at the Roosevelt, and "Cinerama," hitting a near-capacity $45,000, still is going well on night performances said nearly so on matinees.

"From Here to Eternity," has $30,000 in prospect for the fifth week.

Cochran Publicity-Busy

A heavy publicity schedule has been mapped out for Steve Cochran, who arrived from Germany last week after having completed "Carnival Story" for King Brothers. Interviews by writers of seven fan magazines and appearances on two radio shows last week will be followed this week by guest shots on three more radio programs: "Strike It Rich," "John Conte" and "Broadway to Hollywood."

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"MOGAMBO"
starring
CLARK GABLE • AVA GARDNER
color by TECHNICOLOR — An M-G-M Picture
and SPECTACULAR STAGE PRESENTATION

STARTS TOMORROW
GARY COOPER · BARBARA STANWYCK
BLOWING WILD
with WARNER PHONIC SOUND
co-starring RUTH ROMAN · ANTHONY QUINN
In Person
LOUIS ARMSTRONG AND HIS ALL STARS
JAY LAWRENCE · DUNHILLS THE
EXTRA LES BAXTER AND HIS ORCHESTRA
PARAMOUNT TIMES SQUARE
Midnight Feature

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NOT SINCE THE BOSTON TEA PARTY–

such hubbub in the Hub!

America's Famed Showmen Take Over Boston!

NATIONAL ALLIED CONVENTION

The Great Independent Theatre Event of the year. Largest assemblage of leading theatre owners in the distinguished history of Allied. Good luck, gentlemen!

Next Come Those Battling Brothers!

"ALL THE BROTHERS WERE VALIANT" *(Technicolor)*



Just what the public wants in action-romance! Brother against brother for a beautiful bride. Fight with monsters of the deep! The Pearl Fortune! South Sea Idyll! Mutiny at sea! It's got everything plus great cast: Robert Taylor, Stewart Granger, Ann Blyth and many more!



Then Comes The Year's Sensation!

"MOGAMBO" *(Technicolor)*

Biggest in two years *(except "Quo Vadis" and "Ivanhoe")* in Frisco. Tops "King Solomon's Mines" at Radio City Music Hall, N.Y. right in the middle of World Series competition. Clark Gable, Ava Gardner and cast of thousands. It's Mogamboxoffice!

The Boston Party Goes On and On!

"KISS ME KATE" *(Ansco Color)*



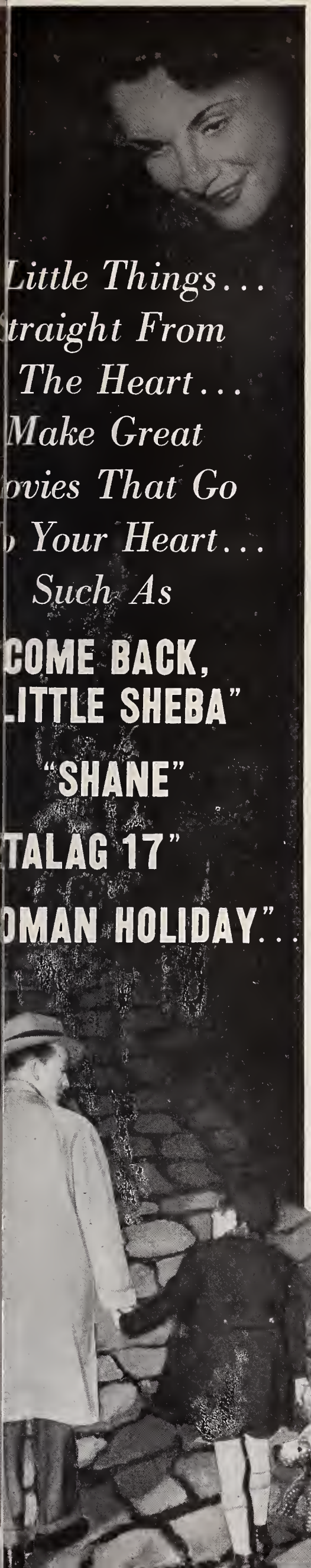
At last! The famed musical hit of two continents comes to the screen with its glorious musical score, its romance and hilarity. Kathryn Grayson, Howard Keel, Ann Miller head the talent-happy cast.

"'LITTLE BOY LOST' JOINS SUCH ILLUSTRIOUS COMPANY AS 'THE ROBE,' 'ROMAN HOLIDAY,' 'FROM HERE TO ETERNITY' AND 'STALAG 17'."

—Frank Quinn, New York Mirror—

Boxoffice results too place it with the year's biggest–as first engagements in New York, San Francisco, New Orleans, Baltimore and Los Angeles, among others, get it off to a spectacular start!

THIS FULL PAGE AD IN LIFE–LOOK–SATURDAY EVENING POST together with ads in Parents' Magazine and other national media, kicked off the powerful, all-penetration selling that PARAMOUNT is putting behind Bing Crosby's greatest heart-appeal hit . . .



In all great movies there are vital little things so big in human understanding that they have the power to move you deeply.

You know that pictures like "Come Back, Little Sheba," "Shane," "Stalag 17" and "Roman Holiday" are richly endowed with these qualities. And so, too, does "Little Boy Lost" possess the same common denominator, humanness. It presents Bing Crosby in his most unusual, most dramatic role with a unique cast drawn from the best of the French cinema.

Even more than its successful predecessors, "Little Boy Lost" is bound to be a motion picture you will never forget!

and now...

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LITTLE BOY LOST

STARRING

BING CROSBY

CLAUDE DAUPHIN

WITH CHRISTIAN FOURCADE AS THE LITTLE BOY

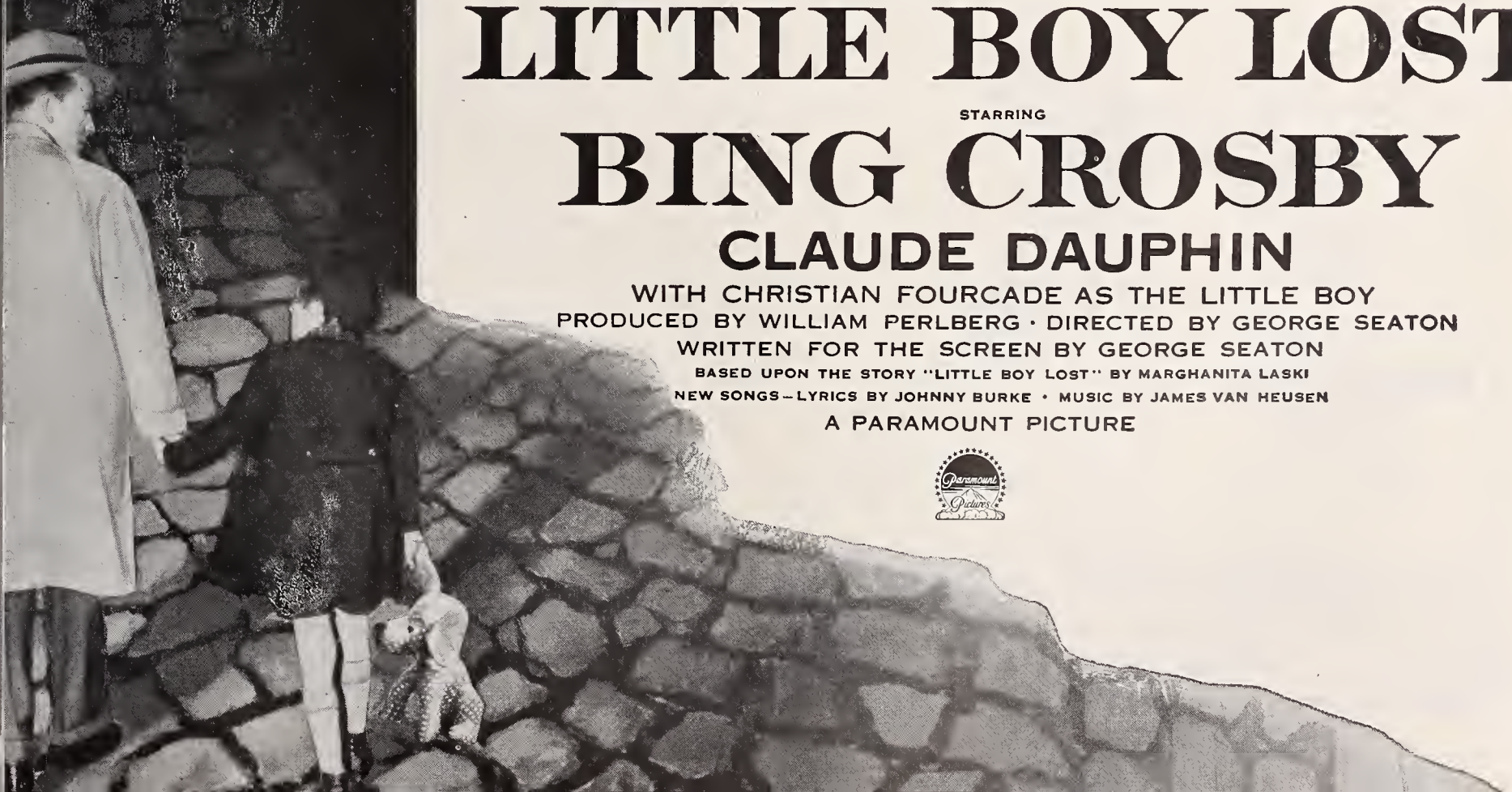
PRODUCED BY WILLIAM PERLBERG · DIRECTED BY GEORGE SEATON

WRITTEN FOR THE SCREEN BY GEORGE SEATON

BASED UPON THE STORY "LITTLE BOY LOST" BY MARGHANITA LASKI

NEW SONGS—LYRICS BY JOHNNY BURKE · MUSIC BY JAMES VAN HEUSEN

A PARAMOUNT PICTURE



Allied Moves to Gain Voting Control of Majors

(Continued from page 1)

over these voting rights," Rembusch said, "because of the value inherent in guaranteed playdates. Banks would furnish production money because of the assets represented by guaranteed playdates once the film company's control was assured."

Itemizes Cost

By way of illustration, Rembusch asserted that exhibitors would need to acquire approximately 330,000 shares of RKO Pictures at the current market price of three and a fraction per share to obtain the basic 10 per cent interest. He estimated that Indiana, as a two and one-half per cent distribution area, with some 520 theatres served out of the Indianapolis exchanges, would, as part of the exhibitor purchasing group, absorb 8,250 of the shares at an estimated cost of $25,781, or an approximate investment of $49 per theatre. This example, Rembusch said, if extended nationally, would hold close to the per theatre costs.

As possible exhibitor candidates for the board of directors of a company in which exhibitors obtained the projected interest, Rembusch mentioned Jack Kirsch of Illinois Allied, Ben Marcus of Wisconsin Allied, and Sam Pinanski of this city, who is not an Allied but a Theatre Owners of America official.

The results of such action, Rembusch told the convention, would "re-establish competition in the sale of films, would assure an adequate flow of pictures to theatres and would give exhibitors a voice in production with which they could eliminate "a lot of low-grossing, arty pictures."

Rembusch said he has been assured by financial "experts" that the scheme "will work and if distribution won't change its ways, exhibition could achieve its goal of . . . freedom from domination by distribution and production."

Rembusch's proposal was warmly received by the convention. A resolution incorporating suggestions by Ben Marcus of Milwaukee and Lee Wolcott of Eldora, Ia., proposing that an Allied committee be appointed to study the advisability of exhibitor investments in several companies, but not to the extent of obtaining voting control, as contemplated by the Rembusch plan, was adopted unanimously by the convention.

Wilbur Snaper, Allied president, will name the members of the committee before the convention closes Wednesday evening.

During discussion of the plan, Wolcott said the exhibitor's viewpoint needs to be made known to company directorates. The current trend to class patronage of theatres, drawn by quality product designed to attract them, he said, together with film shortages, "is sounding the death knell of small exhibitors."

Also advocating the plan, Col. H. A. Cole, who served as co-chairman of the last tax repeal campaign, said the experience made a pessimist of him. He learned, he said, that box-office receipts have gone down four to five per cent annually since 1947. The lack of industry brains and leadership, Cole said, have hurt theatres more than the tax or television.

'Voice in Several Companies'

Marcus urged that exhibitors could accomplish more by acquiring small blocks of stock in several companies than by investing $1,000,000 in one. A voice in several companies, he said, would help insure a source of supply for small exhibitors. The investments could be made, he said, both as Allied units individually and as National Allied as a unit. He suggested that 10,000 shares be acquired in three or four major companies, asserting that with such a voice at stockholders' meetings, exhibitors would be able to promote a better understanding of their problems.

After the resolution to appoint an investigating committee had been seconded by Leo Jones of Upper Sandusky, Ohio, Cole suggested that a proxy committee be named to vote the stock at company meetings. The proposal was endorsed by Ben Berger of Minneapolis, Jerry Silver of Texas and Rube Shor of Cincinnati.

Samuelson in Favor

Sidney Samuelson of Philadelphia, speaking in favor of the proposal, said he had made a study of company stock owned by members of boards of directors. It showed, he said, that about half of Columbia's stock is owned by directors, with Harry and Jack Cohn's holdings accounting for 32 per cent. Directors of 20th Century-Fox, he said, own 2.8 per cent of the stock; Loew's directors, 1.1 per cent; Paramount, 1.9; RKO Pictures, about 24 per cent owned by Howard Hughes; Universal, more than 50 per cent owned by Decca Records, and Warners, about 27 per cent owned by members of the Warner families.

John Wolfberg of Denver urged that the committee to be appointed also look into the possibilities of exhibitor financing of independent production, asserting that he has observed unemployment among technical people in Hollywood.

Jack Kirsch, of Chicago, also spoke in favor of the proposal.

Myers Scans Legal Angle

Abram F. Myers, Allied chairman and general counsel, discussed some of the legal considerations involved asserting that in the theatre divorcement cases the Department of Justice had "back tracked" on the policy it had followed since 1914 by permitting the stock of the divorced companies to be distributed among the holders of film companies. If it is proper, Myers said, for holders of film companies' stocks to own stock in theatre companies also, then it is proper for theatre owners to own stock in picture companies.

He also cited the law of self-defense, which, he said, is equally valid in law as in nature. Myers added there is nothing inherently wrong in producers-distributors owning theatres. Divorcement, he said, stemmed from the use of monopolistic powers to discriminate against independent exhibitors.

Rembusch Treats Technology

Rembusch gave extended time, as well, to the need for establishing industry-wide policies for utilization of the new technical processes. He asked the convention to decide which systems it wanted, in what forms and at what costs, and pledged Allied leadership to work for the goals set by the convention. He reminded, however, that a variety of new techniques with an adequate supply of product for them and standardized equipment available to exhibitors at reasonable costs, should not be overlooked.

A wide-screen can be used continuously on any type of picture and its novelty value soon will be exhausted, he said. But a variety of techniques, used appropriately, can stimulate new public interest in motion pictures and hold it longer.

Referring individually to the new processes, Rembusch said of 20th Century-Fox's CinemaScope: "Whatever its potentialities as a business builder, we must face the fact that, according to present plans and facts, it is not going to be available to many theatres for a long time, if ever. In this convention, we are anxious to learn what is being done to increase the supply and lower the price of the anamorphic lenses.

"It is for you," Rembusch said, "to determine if CinemaScope is another additive we should use, and if the answer is 'yes,' find ways and means to reduce costs or persuade 20th-Fox to adopt Warners' announced rental policy for equipment."

In his keynote address, Rembusch also examined the present state of 3-D, asserting that poor quality pictures and terms asked by distributors made it "an exhibitor's nightmare."

He said 3-D is now associated in the public mind with "poor entertainment and the novelty appeal is not enough to overcome the handicap." As a result, he added, "many theatres are stuck with 3-D equipment, in some cases not yet paid for, and with a dearth of acceptable product for it."

Rembusch, however, placed himself with those who believe that 3-D does have something to contribute to exhibition and that its worth should be determined quickly through production of better pictures in the process.

Rembusch claimed that scarcity of equipment and high prices for the new technical developments is adversely affecting small and subsequent run theatres in the same way that pre-releases do—by withholding product from such theatres and creating unreasonable clearances over them.

He said, however, that he believed 20th-Fox's policy of conditioning licensing of "The Robe" to theatres having screens approved by the company "is correct, in my opinion." The Miracle Mirror screen, Rembusch said, "is much superior and "inferior screens will ruin CinemaScope presentations and turn the public against the new medium, just as it was turned against 3-D, mainly because of inferior projection of the latter medium."

Skouras to Speak Today

Wilbur Snaper, Allied president, told reporters that Spyros Skouras, 20th-Fox president, will address the convention at tomorrow afternoon's session, presumably to answer questions concerning CinemaScope addressed to him by Snaper following yesterday's Allied board meeting. Skouras will be accompanied to the convention by William Gehring, 20th-Fox assistant sales manager.

Skouras planned to be in Boston tomorrow for the premiere here of "The Robe" at the RKO Keith Memorial Theatre.

In referring to distribution, Rembusch's keynote speech called again for Allied's suggested inauguration of "incentive selling" and the abandonment of policies and terms that are driving thousands more theatres out of business, he charged. In this connection, however, Rembusch commended Charles M. Reagan, Loew's distribution head, for his offer of aid to distressed theatres. "I know he is sincere and that he is carrying out his policy generally. However, Mr. Reagan and his company alone cannot save the situation. Other companies must follow suit."

Regretting the lack of industry statistics and available research which would permit future course-charting and, Rembusch said, would have alerted the industry years ago to the attendance recession now being experienced, Rembusch said that the prevention of further theatre closings is a "must" for distribution if it, too, is not to go "down the drain" also.

He said that preservation of the theatre, not the payment of dividends, should be the major company policy at this time.

Rembusch pinned the Presidential veto of the Mason Bill to exempt admissions from the Federal tax directly on Secretary of the Treasury Humphrey but assured the convention that the 1954 tax campaign is in good hands and with the same cooperation from the field as was accorded this year, "the tax will be eliminated."

He also pinned the blame for Allied's rejection of the 1952 arbitration draft on major company attorneys who, he charged, changed the provisions so extensively it became unacceptable to Allied.

He said that Allied's belief that film rentals would be arbitrable stemmed from statements made by Spyros Skouras, and cited page 753 of the Senate Small Business Committee record for confirmation.

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Criticism of Myers On Arbitration Hit By Allied

BOSTON, Oct. 5.—Allied States' board of directors went on record at its meeting here expressing "indignation" at the "unwarranted criticism and shabby treatment" accorded Abram Myers, Allied board chairman and general counsel, "in connection with Allied's course in reference to arbitration."

Although not mentioning the Senate Small Business Committee report which criticized Myers without naming him for Allied's rejection of the proposed industry arbitration plan last year, the Allied board's statement is generally accepted here as referring to that report.

'Unanimously Ratified'

The board said: "Allied's course (on arbitration) was initiated and approved by the board of directors and unanimously ratified by the Chicago convention (last year)."

The board statement went on to say that it now "records its approval of all actions taken and all statements made by Mr. Myers on the subject of arbitration."

Snaper Named

(*Continued from page* 1)

dent, as its representative on the governing triumvirate of COMPO, replacing Trueman T. Rembusch. Rembusch informed the board that because of personal reasons concerned with his family and business he would be unable to continue in the post, despite the board's urging.

Nathan Yamins, of Fall River, Mass., was named alternate to Snaper, thus permitting regular and convenient consultation among the COMPO triumvirate, through Snaper and Al Lichtman, distribution's representative, in New York, and Yamins and Sam Pinanski, Theatre Owners of America's COMPO representative, in Massachusetts.

The Allied board reappointed Col. H. A. Cole as co-chairman of the COMPO admissions tax repeal campaign, to serve again with Pat McGee of Denver, TOA's co-chairman.

'Main Street' Opens Oct. 13 at Astor

"Main Street to Broadway" will open Oct. 13 at the Astor Theatre here. The Lester Cowan production, being released by M-G-M, was produced in cooperation with the Council of the Living Theatre, which will share in the proceeds. A large cast of stage and screen stars play themselves in the picture.

Governor Herter Lauds Exhibitors

BOSTON, Oct. 5.—Gov. Christian Herter of Massachusetts commended exhibitors in his message to the Allied States convention in session here. "You have consistently taken an active part in community affairs and have generously assisted in scores of worthy charitable activities," the Governor stated.

Myers Quotes Kann In Stressing 'Story'

BOSTON, Oct. 5.—Abram F. Myers, Allied States chairman and general counsel deprecated the "new gadgets" and came out strongly for "the story" as the real factor that brings the public to the theatres at the Allied States convention here.

Myers cited "Motion Picture Almanac's" "The Great Hundred," compiled by the late Red Kann, as a "splendid selection" of the all-time great films. Some were milestones in production, he concedes, introducing new techniques of one kind or another. But all had "story" value above everything else, he says.

Terms Added

(*Continued from page* 1)

demand of one of the exhibitors involved.

While asking for the inclusion of film rentals in the arbitration plan Allied rejected last year, Allied then, presumably, was prepared to accept the 1952 plan's provision for two pre-releases annually from every participating distribution company and made no strong stand for the competitive bidding restriction now proposed.

A member of the Allied board, following the meeting, paraphrased the board's resolution on arbitration in the following words:

"The actions of the distributors have given us no reason to believe that they will give us any practical benefits. Our day-by-day problems of dealing with distributors will not be solved by the present proposed arbitration draft."

"If these changes which we have drawn up in our resolution were made, however, we might go along with an arbitration plan," he added.

Allied, Not COMPO

(*Continued from page* 1)

ate of COMPO and an Allied leader, asserted in his message to Allied's convention delegates here.

Many point to COMPO's success in winning all elements of the industry to a united effort for Federal tax repeal, Rembusch said, and argue that this demonstrates that COMPO is the logical organization to bring about unity in trade practices. "They overlook one point, "Rembusch asserted. "All elements of the motion picture industry had parallel interests in the tax campaign, whereas in matters of trade practices there are divergent intrests. That's where the exhibitor organization's work comes in. COMPO couldn't even attain unanimity of viewpoint and effort among its own members on what's to be done in the public relations field, particularly how misconduct of stars should be handled."

Delay RKO Hearing Until Thursday

Hearings on the minority suit brought against RKO Pictures were postponed in New York Supreme Court from yesterday to Thursday.

Counsel for the plaintiffs, Louis Schiff and Jacob Sacks, filed answering affidavits, but more time was needed by the defendant for study.



"What's my line? Why, See For Yourself," says manager of Paris Theatre, N. Y. C.—And it's the same in every other house across the country showing "THE 7 DEADLY SINS!"

THE 7 DEADLY SINS

The "From Here To Eternity" of foreign films

LET'S LOOK AT THE RECORD:

20 weeks at the Paris, New York City.

16 weeks at the Clay, San Francisco, and still going strong.

10 weeks at Roth's Plaza, Washington, D. C.

14 weeks at the World Playhouse, Chicago, and still turning them away.

12 weeks at the Coronet, Dallas, to unprecedented business. No American picture has stayed that long.

5th week at the Vagabond, Los Angeles — an all-time record.

3rd week at the Krim, Detroit—biggest business in the theatre's history.

Dated with Fox West Coast, Interstate in Dallas, Warner Bros., and all leading circuits coast to coast.



"THE SEVEN DEADLY SINS"

MICHELE MORGAN GERARD PHILIPE VIVIANE ROMANCE
FRANK VILLARD FRANCOISE ROSAY NOEL-NOEL ISA MIRANDA

A Franco-London Film—Presented by Arthur Davis

Released, with pleasure, by

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SMPTE Meet

(Continued from page 1)

vention being held at the Hotel Statler.

Declared Barnett: "As important as the techniques may be which have been introduced over the past year, no industry on earth is rich enough to waste them on selling otherwise unsaleable merchandise. Furthermore, the industry cannot expect these devices to carry them forever."

Barnett said the long range salvation of the industry depends on how well it has learned from the past not to lapse into a false sense of security, but rather to study its responsibilities to the paying audience. The SMPTE president called the current period "the most competitive era the motion picture has ever known."

Sees Industry 'Re-awakening'

Welcoming the new techniques, he said "the industry has brought a re-awakening which shows promise of restoring motion pictures to an important economic position." He also stressed the importance of the small independent exhibitor to the industry, explaining that the small houses shape the film-going habits of the American audience.

The co-featured luncheon speaker, Henry J. Taylor, radio commentator, spoke about world conditions, highlighting the importance of Germany in the anti-Communist struggle.

The Society announced at the luncheon the election of three new officers and six new members of its board of governors for terms beginning Jan. 1, 1954. Elected were: Axel G. Jensen, of Bell Telephone, as engineering vice-president; Barton Kreuzer, of the RCA Victor Division, as financial vice-president; George W. Colburn, George W. Colburn Laboratory, Inc., as treasurer; F. N. Gillette and G. C. Misener, as governors for the Society's Eastern district; R. O. Painter and R. H. Ray, as governors for the Central District, and L. D. Grignon and R. E. Lovell, as governors for the society's Western district.

At the afternoon session, W. B. Snow, consultant on acoustics, delivered a paper on stereophonic sound, highlighting six types of sound systems. Another paper dealing with stereoscopic perceptions was delivered by D. L. MacAdama, of Eastman Kodak, who pointed out the new technique puts an added responsibility on producers and directors, for it glaringly shows up faults.

Others on the dais for the luncheon besides Barnett and Taylor were: John B. McCullough, of the Motion Picture Association of America; Edward S. Seeley, Altec; Henry J. Hood, Eastman; Barton Kreuzer, RCA; Frank E. Cahill, Jr., Warner Brothers; Ralph Hetzel, MPAA; John G. Frayne, Westrex; Earl G. Hines, General Precision Equipment; Peter Mole, Mole-Richardson Co.; John W. Servies, National Theatre Supply; Norwood L. Simmons, Eastman Kodak; Jack Goetz, Republic, and Emerson Yorke, producer.

Scientists Honored

In the evening, 13 scientists and engineers were honored for outstanding technical achievements, including individual contributions to the development of color television and three-dimensional and wide-screen motion pictures.

The Society's "Journal Award" was shared by R. J. Spottiswoode, N. L. Spottiswoode and Charles Smith for their co-authored paper, "Basic Principles of the Three-Dimensional Film," judged the best of technical papers published in the Society's journal during the past year. Also cited for outstanding technical papers were: Willy Borberg, C. R. Carpenter, L. P. Greenhill, G. C. Higgins, L. A. Jones, Otto H. Schade, Norman Collins and T. C. MacNamara.

Arthur V. Loughren, of the Hazeltine Corp., received the David Sarnoff Gold Medal Award "for his contributions to the development of compatible color television."

Recipient of the Samuel L. Warner Memorial Award for outstanding technical contributions to the industry was Dr. W. W. Wetzel, of the Minnesota Mining & Manufacturing Co.

The Society presented its annual Progress Medal Award to Fred Waller, chairman of the board of Cinerama, Inc., for his development of the Cinerama process.

Trade Show Adds to Convention Interest

BOSTON, Oct. 5.—The trade show being held at the Sheraton Plaza Hotel here in connection with the Allied States annual convention extends through three large exhibition halls on the street floor of the hotel. Technical equipment and accessories are vying with concessions merchandise both for size of display space and exhibitor interest. The exhibits were well attended throughout the day.

Brewer Joins Allied Artists

(Continued from page 1)

ducer Walter Mirisch, as well as the president.

Declaring that AA was honored to have Brewer join his organization Broidy said that for many years Brewer had been a "driving force for the good of the film industry in the post he held as the IATSE representative assigned to West Coast studios, as well as on the many industry welfare committees to which he gave so much of his time and effort."

Brewer Answers Rumor

Brewer said he had accepted Broidy's offer in preference to other offers, because he recognized Allied Artists as an expanding company "that is fast becoming one of the most important organizations in the industry." Commenting on the report that he had been offered the post as executive director of the Theatre Owners of America, Brewer said it was true that he had had a talk with TOA vice-president Walter Reade, Jr., but that it was merely an exploratory conversation and that he already had agreed to the Allied Artists deal. Brewer added that despite the fact that he would not be involved in AA's labor relations, he expected to continue to concern himself with the Communist problem.

Broidy, who returned last week from two weeks of business conferences in London, said that he might not have made himself clear in a press conference there in regard to second features and the possible discontinuation of the production of the "Bowery Boys" series. He asserted that "he almost would rather lose his right arm" than to lose the series, because they are profitable to all concerned. Often, he said, the so-called second feature can "carry" the first feature on a program.

Broidy said that AA would "upgrade" its product, but that it would maintain a flexible operation so that it can feed the demands of the market, whether the need is for 3-D, widescreen or CinemaScope.

As an indication of the company's flexibility, Broidy pointed out, the lapse of time between the decision to make the 3-D "The Maze" and the initial booking was only nine weeks.

Commenting on the recent remarks by producer Robert Lippert to the effect that the market for lower budgeted pictures was diminishing, Broidy indicated that this was only a point of view. If smaller pictures can be made at a profit, there is no reason to stop making them, he said. If the market has dropped for such product, he added, AA has offset the loss by increased bookings with a greater money return. Drive-ins, he said, have been a big factor in this regard.

Broidy said that Allied Artists would release 35 pictures between now and next August, an increase of three productions. All but one already are completed. If the rumored product shortage should materialize, AA is in a position to speed up its release schedule and augment it with the production of more pictures, he said.

Asked if he knew the reason for the recent increased stock activity on the stock market, Broidy said it may be because people know that the "company is going to do all right."

Broidy and Brewer will attend the Allied convention in Boston during the next two days. Broidy will return to the Coast Thursday night, while Brewer will stay East for a few days to acquaint himself with the New York office.

1-Strip, 3-D

(Continued from page 1)

pictures available in the Nord process will be "The Nebraskan," "Miss Sadie Thompson," "Drums of Tahiti," "Jesse James vs. the Daltons" and "The Mad Magician."

Conducting the negotiations with Columbia for the Nord company were Nate Supak, president; Dr. Roy Klapp, inventor of the process, and Danny Elman.

To Sell Nord Equipment Outright to Exhibitors

HOLLYWOOD, Oct. 5. — The Nord system equipment required for single-strip projection of 3-D films from Columbia and from other distributors who are expected to follow the Columbia example will be sold outright to exhibitors, through regular equipment dealers, at approximately $1,500 per theatre, according to Daniel Elman, co-owner of the Nord System Corporation. The equipment, which consists of an optical device with no working parts, that is placed before the projector lens, inside or outside the booth, will make 3-D available to as many as 10,0000 theatres not now equipped for two-projector stereo, Elman said. The Nord system gives a 3-D picture in 1.8-to-1 aspect ratio.

It has been learned that Warners, Paramount and Allied Artists, and possibly others, have representatives assigned to cover the Nord demonstrations being given at the Allied convention in Boston.

Paramount

(Continued from page 1)

velopments, will take place at the home office with Schwalberg presiding.

Progress of the "Adolph Zukor Golden Jubilee Salute," Paramount's 14-week sales drive honoring its board chairman, which will end Dec. 5, also will be discussed at the meeting.

Special sessions dealing with advertising, publicity and exploitation will be conducted by Jerry Pickman, vice-president in charge of the three promotional facets.

The following will also attend the meetings: E. K. O'Shea, vice-president of Paramount Film Distributing Corp.; Hugh Owen, executive assistant to O'Shea and Eastern and Southern division manager; J. J. Donohue, Central Division manager, Chicago; A. M. Kane, South Central division manager, Dallas; Howard G. Minsky, Mid-East division manager, Philadelphia; G. A. Smith, Western division, Los Angeles; Gordon Lightstone, Canadian division, Toronto.

Also, John G. Moore, Eastern division assistant manager, Boston; W. Gordon Bradley, Southern division assistant, Atlanta; H. Neal East, Western division assistant, Los Angeles; Henry Randel, Metropolitan New York district manager, and Monroe R. Goodman, executive assistant to Schwalberg.

Also, Oscar A. Morgan, general sales manager in charge of short subjects and Paramount News; Sidney Blumenstock, assistant national director of advertising-publicity-exploitation and advertising manager; Robert J. Rubin, assistant to Barney Balaban, president of Paramount; Sidney G. Deneau, newly-appointed general sales assistant to O'Shea.

Also, Martin Friedman, head of the playdate department; Arthur Dunne, head of the bidding department; Ben Schectman, head of the contract department; Fred Leroy, head of the statistical department; Joseph A. Walsh, branch operations manager, and Al Fitter, assistant to Owen.

Aims to End 10% Tax In Philadelphia

PHILADELPHIA. Oct. 5. — Repeal of the 10 per cent Philadelphia amusement tax will be definitely urged during budget hearings so that the amusement industry will get the relief to which it is entitled, said Councilman-At-Large Victor H. Blanc who has been prominent as an attorney in the motion picture industry. Blanc also said receipts have shown a steady drop in this field and suggested that cuts be made in budget items that would offset the loss of this revenue. The amusement tax ordinance was passed on June 29, 1937, and has yielded nearly $38,500,000.

Hope for Tax Relief Voiced by Martin

BOSTON, Oct. 5. — Rep. Joseph W. Martin, Jr., Speaker of the House, in a message to the Allied States convention here, said he "looks forward to the day when our national finances will make tax relief for theatres a reality. I hope some relief can be favorably considered after Jan. 1."

FIRST IN FILM NEWS

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VOL. 74. NO. 69 NEW YORK, U.S.A., WEDNESDAY, OCTOBER 7, 1953 TEN CENTS

New Media Is Essential For Existence: Skouras

Multi-Track Aid

SMPTE Moves On Standards For Sound

2 Groups Meet Today For Tentative Rules

By MURRAY HOROWITZ

Industry engineers swung into motion yesterday to establish tentative operating standards for multi-track magnetic sound reproduction, at the Society of Motion Picture and Television Engineers convention, now in session at the Hotel Statler.

The move was highlighted at the stereophonic sound panel discussion moderated by John K. Hilliard, following the presentation of three papers from three equipment companies offering reproducers for multi-track magnetic use in conjunction with the CinemaScope system.

During the panel discussion, it was pointed out that a vital need exists

(*Continued on page* 6)

20th to Meet Tomorrow

Division and branch managers of 20th Century-Fox's 38 domestic and Canadian offices are assembling in New York for a CinemaScope sales convention called by Al Lichtman, director of distribution, for tomorrow and Friday at the Park Sheraton Hotel.

Field sales captains, joining with the home office sales staff, will chart merchandising plans on the company's first CinemaScope releases, including "The Robe," "How to Marry A

(*Continued on page* 5)

Grainger Back from Overseas Meetings

J. R. Grainger, president of RKO Pictures, returned to New York yesterday from a European tour during which he held sales meetings in London, Paris and Rome. He had been away from New York since mid-August when he left for a series of do-

(*Continued on page* 6)

Confusion Can Be Healthy, Allied Told

BOSTON, Oct. 6.—Asserting that the word "confusion" is heard too frequently in the industry, Steve Broidy, president of Allied Artists, told the Allied convention here today that "what some people term confusion is, in reality, excitement." If there weren't any in the film world, he continued, "we would be sitting still," adding that confusion can be healthy and profitable and that it has provided a much-needed "shot in the arm for all of us."



Steve Broidy

Because of the new media, Broidy said, the public is hearing about the rejuvenated picture business, "talking about movies, reading about them and, above all, getting in the theatre-going habit again."

Broidy stressed that there is no reason to believe that because the indus-

(*Continued on page* 5)

Urges Independent Exhibitors to Utilize Techniques 'To Save Their Businesses'; Says 20th 'Welcomes' All Developments

By SHERWIN KANE

BOSTON, Oct. 6.—A stirring plea to independent exhibitors to save their businesses by embracing the new technical developments was made by Spyros P. Skouras, president of 20th Century-Fox, at the Allied States annual convention at the Sheraton-Plaza hotel here today.

"You can't sit there with 2-D and the same square screen that television offers the public free and expect patrons to pay you for it," Skouras told the exhibitors. "Realizing that," he said, "20th Century-Fox has invested more than $10,000,000 in the development and production of CinemaScope equipment. Doing so, taxed the resources of our 250-million-dollar corporation. But we were convinced it had to be done. Our sole aim was to help exhibitors, to aid them in keeping their theatres open and to make a contribu-



Spyros Skouras

(*Continued on page* 4)

Sustained Campaign For Repeal of Tax Is Urged by Cole

BOSTON, Oct. 6.—A strong admonition to "grass roots" exhibitors to join in the new Council of Motion Picture Organizations campaign for repeal of the Federal admissions tax was made at the Allied States annual convention here today by Col. H. A. Cole, Allied's co-chairman of the tax campaign.



Col. H. A. Cole

Cole warned that the "entire job"

(*Continued on page* 5)

Buying Group Still Studied

BOSTON, Oct. 6.—Allied leaders still are giving thought to the formation of a national film buying and booking organization, which was the subject of a meeting of regional Allied officials in Chicago last spring, it was confirmed at the national convention here today.

One national Allied director told reporters the project involved numerous and complex problems and that very little progress toward their solution has been made to date. However, the plan was discussed briefly at the board of directors meeting here and informally among interested Allied officials at the convention. No legal problems are believed to be involved, the Allied

(*Continued on page* 5)

Reading Habits Change

Effect Of Theatre Ads Cut By TV, Sindlinger Says

BOSTON, Oct. 6.—Newspaper readership of the amusement pages has declined from 40 per cent in 1948 to 19 per cent in 1953, if Philadelphia is a criterion, according to Al Sindlinger, head of Sindlinger and Co., business analysis. Speaking at the national Allied convention here today, Sindlinger analyzed the effectiveness of newspaper advertising in a television market.

In Philadelphia in 1948-49, during an average day, 67.3 per cent of all potential theatre-goers read one or more newspapers, Sindlinger said. Among those who read one or more newspapers, 52 per cent read the comics, 42 per cent the sports section, 13 per cent the radio section and 40 per cent the amusement section. Furthermore, he added, 32 per cent checked their local suburban theatre listings. In 1948, Sindlinger explained, 30 to 40 per cent of the

(*Continued on page* 10)

Personal Mention

DAVE KATZ, Roxy Theatre executive, will leave here today for Ann Arbor, where he will visit his daughter, a student at the University of Michigan.

•

MR. and MRS. EMANUEL SCHLOSSMAN have announced the engagement of their daughter, CARYL, to DAVID PICKER, son of MR. and MRS. EUGENE PICKER. Picker's father is an executive of Loew's, Inc.

•

ARTHUR GUTOWITZ, office manager for Walter Reade Theatres, is the father of a daughter born Friday to MRS. GUTOWITZ at Central Maternity Hospital.

•

MIKE SIMONS, assistant to H. M. RICHEY at M-G-M, was speaker last night at the opening of the 1953-54 season of the University Club of New Rochelle.

•

MAYOR LAWRENCE SHIELDS, owner of the Victory Drive-in, Columbus, Ga., is a candidate for re-election in the Oct. 21 Democratic primary.

•

BOB MOSCOW, manager of the Rialto Theatre, Atlanta, has been named chairman of theatres for the 1953 Red Feather Campaign.

•

ROSE MORGAN, secretary to JOHN P. BYRNE, M-G-M Eastern sales manager, has recovered from bronchial pneumonia.

•

ANN RUTHERFORD and WILLIAM DOZIER, CBS-TV producer, were married here yesterday at the home of Dozier.

•

WILLIAM MEIKLEJOHN, Paramount studio talent chief, will return to Hollywood from New York on Friday.

•

WALTER THOMAS and BETTY BEATTY of M-G-M's Charlotte booking office, are in New York from there.

•

E. J. SMITH, RKO Radio assistant foreign sales manager, will return to New York from Australasia next week.

•

ISABELLE AUSTON, publicity head of the Roxy Theatre, will leave here Friday for two weeks in Florida.

•

LAWRENCE LIPSKIN, Columbia International executive, will leave New York today for London.

•

DORE SCHARY, M-G-M production head, will leave here for the Coast on Saturday.

•

FLOYD STOWE, of Stowe Booking Service, Jacksonville, was in Atlanta.

•

PETER BOUDOURES, producer, will arrive here today from Hollywood.

•

JOHN BOULTING, M-G-M producer, is in New York from Hollywood.

Decca Buys Another 23,800 'U' Shares

WASHINGTON, Oct. 6.—Decca Records has reported to the Securities and Exchange Commission the purchase in August of another 23,800 shares of Universal Pictures common, bringing its total holdings to 568,375 shares.

The purchase was reported in the latest SEC listing of trading by officers and board members in film company stocks. N. J. Blumberg reported selling 400 shares of Universal, leaving 100 shares, and Harold I. Thorp reported selling his entire holdings of 1,000 shares of Universal common.

Charles P. Skouras was listed as having bought 2,500 shares of National Theatres common for a total holding of 37,100 shares. John B. Bertero reported buying 400 shares for a total of 1,400 shares and Willard Keith bought 500 shares for a total of 1,500.

Y. Frank Freeman was listed as having bought 300 shares of Paramount Pictures for a total of 1,100 shares. At Columbia, Jack Cohn bought 1,500 shares of common through a trust account. At the end of August he held 25,697 shares in the trust account and 42,294 in his own name.

Morey Goldstein bought 1,000 shares of Monogram common, making his total holding 2,100 shares. Sam Wolf sold 1,500 Monogram shares, dropping his total to 1,250 shares. Harold J. Mirisch bought 200 shares through his controlled Harry Mandell and Co., the firm's total holding. Mirisch also owns 1,320 shares in his own name and 47,575 shares through the Kenilworth Investment Co.

Name Carl Cooper to Head Film Council

HOLLYWOOD, Oct. 6. — The Hollywood Film Council (AFL) unanimously elected Carl Cooper to the presidency, succeeding Roy M. Brewer, resigned. Cooper, international vice-president of IATSE, had temporary charge of IATSE interests here prior to the appointment of Brewer as international representative during the 1946 studio strike, and has resumed IATSE leadership, under temporary appointment by president Richard F. Walsh, including current contract negotiations with major studios.

Ralph Claire, business agent for the Studio Drivers, Local 399, was nominated for the presidency but withdrew in favor of Cooper and was re-elected vice-president of the council. All other officers of the Council were re-elected also.

Buck Harris, Screen Actors Guild and Screen Extras Guild public relations executive, was appointed to act for the council in like capacity.

Coast Union Aver. $116

HOLLYWOOD, Oct. 6. — The average weekly earnings for craft union workers in studios here during August was $116.16, representing a very small decrease from the $116.91 registered for July.

New P.O. Ruling Cuts Mail Costs

COLUMBUS, O., Oct. 6.—The ITO of Ohio advises members that all theatres can benefit from a ruling by the Post Office Department, which has announced that advertising matter can be sent as ordinary mail without addresses to specified areas. All the mailer has to do is to ask the postmaster how many persons live in the area which he wants to cover, then deliver that number of pieces to the Post Office. Postage must be prepaid. Deliveries will be made to an entire Post Office area or to specified neighborhoods as the sender desires.

This eliminates the necessity for addressing mail to occupants at certain addresses or to box holders.

AMPA School Will Open in November

The 1953-54 showmanship school, conducted by the Associated Motion Picture Advertisers, will be held at the Hotel Astor here beginning early in November, it was disclosed here yesterday by Lige Brien, AMPA president, and Maurice Bergman, showmanship school chairman.

The AMPA committee conducting the school includes Bergman, Brien, Arthur De Bra, Albert Floersheimer, Jr., Blanche Livingston, Harry McWilliams and Gordon White.

Brien said a date for the opening session will be announced shortly. The sessions at the Astor, it was stated, will be held in larger quarters as a result of the increased interest in the school, which is devoted to instruction in the fundamentals of motion picture advertising, publicity and exploitation.

Robert Lee Named to Communications Unit

WASHINGTON, Oct 6.—President Eisenhower has named Robert E. Lee, chief investigator for the House Appropriations Committee, to be a member of the Federal Communications Commission.

Lee, 41, will replace Paul A. Walker, whose term expired July 1. Lee's appointment rounds out the full membership of the seven-man commission, and gives Republicans a four-to-three majority for the first time. Before serving with the House Appropriations Committee, Lee had extensive experience in top jobs of the Federal Bureau of Investigation.

Dowling in New York

HOLLYWOOD, Oct. 6.—Allan Dowling, executive producer of Allan Dowling Productions, today flew to New York en route to Europe to explore production facilities for filming "Hedda Gabler" there. He will also attend a meeting of the stockholders of City Investing Company and confer at United Artists concerning distribution plans for "Donovan's Brain."

Towne Edict Factor In Milwaukee Suit Involving 'Robe'

MILWAUKEE, Oct. 6.—The motion of 20th Century-Fox to dismiss the Riverside Theatre's petition to prevent the Wisconsin Theatre from showing "The Robe" first run in Milwaukee has been taken under advisement by U. S. District Judge Julius Hoffman. Standard Theatres alleges that the Wisconsin cannot run a picture more than two weeks under the provisions of the Towne decree without express permission of the court, even though the Towne has agreed to waive any objection to the extended run, and Judge Hoffman has granted the Riverside attorney, Emil Levin, additional time to find authority or precedent for intervention of a third party, other than the plaintiff or defendant, in the operation of a decree unless the third party can show evidence of the decree operating to his detriment.

Collusion Denied

Should Levin be unable to find such authority or precedent, Judge Hoffman has indicated that he will grant the Fox motion to dismiss the Riverside petition. Meanwhile, the Towne, represented by Thomas C. McConnell and James Smith, is preparing a brief denying the allegations of collusion between the Towne and 20th Century-Fox and has made formal application to the court for permission to license "The Robe" to the Wisconsin for an extended run.

The application for an extended run, which was not filed originally because the Towne had indicated that no objection to such a run would be forthcoming from them, will be heard by Judge Hoffman on Oct. 14.

Pro-Censor Meeting Set for Maryland

BALTIMORE, Oct. 6.—Catholic lay organizations, banding together to fight any abridgement of Maryland's film censoring law, will hold a mass meeting here on Thursday. Twenty-nine groups will be represented and an audience of more than 1,500 persons is expected.

The announced purpose of the rally is to "defend and strengthen" the state's present film-censoring statute, which law is not in line with the recent Supreme Court decision outlawing sacrilege as grounds for censorship on the state level.

Mary McCaffery, Talent Aide, Dies

Mary McCaffery, talent department assistant with RKO Radio here since 1934, died yesterday after a brief illness. Funeral arrangements have not been set but services will be held in the Boyertown 188th St. Funeral Parlor, Bronx.

Miss McCaffery began her industry career with First National Pictures, joining Warner Brothers when that company absorbed First National. She was well known in both Hollywood and in New York.

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GET SET

FOR REAL BOX-OFFICE ACTION
WITH THIS EXCITEMENT-CHARGED
DRAMA FROM
PARAMOUNT!

IN NEW, PERFECTED
DYNOPTIC
3D

FLIGHT TO TANGIER

That "Shane" Tough Guy Meets His Match...

IN TWO BEAUTIFUL, DEADLY ADVENTURESSES IN INTRIGUE-TORN TANGIER!

COLOR BY
TECHNICOLOR

starring
JOAN FONTAINE · JACK PALANCE · CORINNE CALVET · ROBERT DOUGLAS

Written and Directed by CHARLES MARQUIS WARREN • Produced by Nat Holt

Skouras in Plea for Utilization of New Media

(*Continued from page* 1)

tion to the preservation of a great industry."

"CinemaScope," Skouras said, "is a success today. What its future is, I don't know. I don't say CinemaScope is the answer to everything. But let someone else bring on something better. We'll welcome it. We want to stay in business."

Skouras appeared at the convention in response to a series of questions concerning CinemaScope and the relations of 20th-Fox with equipment concerns engaged in the production of lenses, screens and sound equipment used in the system, which had been propounded by the Allied board at its meeting here. The 20th-Fox president was in Boston for the local premiere of "The Robe" in CinemaScope at the RKO Keith Memorial Theatre tonight. He appeared at the convention accompanied by William Gehring, assistant sales manager; Charles Einfeld, vice-president, and Arthur Silverstone, Eastern and Canadian sales manager.

From the nature of the questions put by the board and the fact that the entire convention was invited in advance by Allied officials to submit additional questions to be put to Skouras, it appeared that Skouras might be in for a difficult time. This impression was heightened when a half hour after Skouras's scheduled appearance he had not arrived and the impatience of convention officials was apparent. Skouras had been detained at a press conference in connection with the local premiere of "The Robe" and by a visit to Gov. Christian Herter at the Executive Mansion here.

Moreover, many Allied officials have been openly critical, in writing and in convention remarks, of 20th-Fox's sales policies in connection with CinemaScope equipment and of the cost of that equipment.

However, Skouras was accorded a warm welcome and after answering fully and frankly all the board's questions, he further won over his audience by the earnestness of his account of his and his associates' six-months' drive to make CinemaScope a reality and the reasons for engaging in it. He was applauded on numerous occasions and warmly at the close of the question and answer period.

Skouras agreed at one point to authorize a joint test with Allied of "The Robe" in several theatres in widely separated exchange areas with and without CinemaScope equipment and stereophonic sound. Presumably a standard print of "The Robe" would have to be used for the latter. The purpose of the test would be to give skeptical exhibitors an opportunity to appraise for themselves the additive values offered by CinemaScope.

Skouras made it clear, however, that he is convinced the company's policy is right and that exhibitors, if they are to remain in business, cannot stand "pat" with standard equipment.

Replies to Questions

Replying to questions put by the Allied board, Skouras said that CinemaScope Products, Inc., is wholly owned by 20th-Fox and was organized to finance equipment manufacturers for the production of CinemaScope equipment. He said that the Miracle Mirror Screen had been acquired by 20th-Fox between 1935 and 1937 and that it had been developed with some help from Hurley Screen.

Skouras said 20th-Fox has no financial interest in Radiant Manufacturing Co., but that it had advanced $250,000 to Radiant to enable it to aid in the production of screens for CinemaScope. It was designed to avoid a supply bottleneck, Skouras said, and Radiant is free to sell to anyone.

Skouras said there is no provision for CinemaScope Products, Inc., to pay any commissions to 20th-Fox; that the relationship is solely that of an independent subsidiary. He said no agency is involved in marketing the Miracle Mirror Screen; that it is the company's own development and product.

Marketing of the screens will be in part through dealers, Skouras said, and whether or not a profit will be realized will depend upon sales volume and costs. He said his company's investment is over $3,500,000 in the United States for lenses; $5,000,000 for lenses in all, including investments abroad; $2,000,000 for screens, including research, and many millions for sound equipment, totalling more than $10,000,000 for all. "We hope to make a profit on our investment," he said, "but there is no certainty of that." He said there is no profit potential from installation of screens for 20th-Fox, and that no separate investment in the equipment companies has been made.

Skouras told the convention 20th-Fox "is not wedded to any screen" but does insist that whatever screen is used for CinemaScope presentations must have the ability to diffuse light evenly over the entire screen surface to provide uniform visibility in all parts of a theatre. Miracle mirror and Astrolite, he said, are the only screens they know of which can do that.

Skouras said he believes the industry's future depends on how successful the small exhibitor is. "If he vanishes the industry would vanish."

"But the industry won't vanish," he said with emphasis.

He then related the origin of 20th-Fox's interest in Eidophor, in the search for something new and better to offset television competition at its height several years ago.

He described the next six months as the most demanding and upsetting of any like period in his business career. "We lost patience with ourselves and with our associates. We were touchy, irritable, unreasonable and barked at each other day in and day out," he said, "in our desire to bring CinemaScope to reality."

Skouras noted that the first lens was delivered to Darryl F. Zanuck for production purposes only last January and that since, 10 CinemaScope pictures have been made ready and "The Robe" is being acclaimed by the public in many parts of the country.

CinemaScope, he said, could have been restricted to a few theatres and 20th-Fox still could have prospered. "But," he said, "believe me, that was not our purpose. We wanted only to do something to help keep the exhibitor and the industry alive."

At the conclusion of Skouras's statement, a previously designated Allied panel took over. On it were Abram Myers, Benjamin Berger, John Wolfberg, Sidney Samuelson and Nathan Yamins, with Trueman Rembusch as moderator.

Many Angles Covered

The questioning of Skouras and Gehring by the panel brought out the following:

Standard prints of CinemaScope productions can be made but 20th-Fox will not do that because "it would destroy our business," Skouras said, and added "The Robe" if released in standard form would gross the same as "David and Bathsheba," but its CinemaScope gross will be two to four times larger.

Arrangements have been made with equipment companies by 20th-Fox to extend credit to exhibitors for the installation of CinemaScope equipment, as needed, and with ample time in which to make payments for it.

CinemaScope equipment is not yet available for drive-ins but when the problems have been licked it will be made available to them.

Twentieth-Fox pays $1.255 per square foot for CinemaScope screens which are sold by dealers at $2.10 with the dealers' 20 per cent commission, advertising and overhead, 20th-Fox is making no profit on them. Skouras invited Allied to appoint a committee to visit and inspect the screen manufacturing plants.

That there are very few theatres which would require structural changes to accommodate CinemaScope installations.

That 20th-Fox is hopeful that by the end of November a sufficient supply of CinemaScope equipment to meet immediate needs will be available.

That in setting terms for CinemaScope productions 20th-Fox will take the added costs to exhibitors into account and will have in mind the conviction that the company cannot stay in business if the exhibitor doesn't make money, too.

That extreme care will be exercised as the equipment is improved, to guard the investments of those who install it now. Improvements definitely will continue to be sought.

Skouras concluded by again emphasizing that 20th-Fox is convinced it cannot exist without the small exhibitor and that CinemaScope was developed "not to put you out of business but to keep you in it."

Rembusch announced that the Allied board also had sent inquiries to all companies as to whether or not they would make single track sound prints available with productions made in CinemaScope. He said the following replies were received: Paramount not making pictures in CinemaScope; United Artists, two CinemaScope productions planned but not with stereophonic sound, as of now; Universal, its CinemaScope productions will be available in standard prints also; RKO Radio, no CinemaScope productions planned as of now.

Replies from other companies were not received today.

Snaper Reports a 'Distinct Reaction' To Allied's Stock Acquisition Plan

BOSTON, Oct. 6.—Wilbur Snaper, Allied States president, told the annual convention today that Allied's proposal that independent exhibitors acquire stock in several major companies to obtain a voice in company affairs at stockholders meetings created a distinct reaction in New York and elsewhere. "People are taking this idea seriously," Snaper said. He added that he had been told by a number of exhibitors attending the convention that they already owned stock in major companies and knew of other exhibitors who also did. Snaper estimated that 25,000 such shares probably are represented at Allied's convention, and that many exhibitors are prepared to buy more.

"Look at the trouble that's been caused in some companies with less stock ownership involved than that," he said.

Snaper will name a committee tomorrow to study the possibilities of the proposal and report back to the Allied board at a later meeting.

Skouras Answers 'Arbitration' Report

BOSTON, Oct. 6. — Allied States spokesmen in recent months have given wide circulation to an assertion that Allied's insistence upon the inclusion of arbitration of film rentals in any arbitration plan set up by the industry had been encouraged, if not actually supported by Spyros P. Skouras, 20th Century-Fox president.

Skouras confronted Abram F. Myers, Allied chairman and general counsel, at the Allied convention here today and stated before the convention: "What I said was that, as an exhibitor, I would be in favor of arbitrating film rentals. But I told you that my people wouldn't go for it."

Skouras Promises 122-Degree Lens

BOSTON, Oct. 6.—Discussing hoped-for improvements in the CinemaScope process at the Allied States convention here today, Spyros Skouras, 20th-Fox president, said there will be available next year a 122-degree Bausch & Lomb camera lens which will increase the audience depth illusion in CinemaScope productions.

350 Register At Conclave

BOSTON, Oct. 6.—With the bulk of registration of Allied convention delegates from distant points concluded today, the total approached the 350 mark.

There are in attendance numerous unregistered visitors and guests and a further influx is expected here tomorrow to attend the closing banquet, for which 750 or more reservations have been made.

The attendance mark at the convention is not disappointing since convention organizers and Allied leaders were fully aware in advance that the distressed business condition of numerous small-town and subsequent-run theatre operators would prevent many who normally would be present, from attending.

"Modest Convention"

In his keynote speech to the opening session of the convention yesterday, Trueman T. Rembusch took cognizance of the situation in these words:

"Compared to the huge turnouts (at Allied conventions) in New York and Chicago this is a modest convention. That it is not a record-breaker in the matter of attendance should occasion neither astonishment nor disappointment. Indeed, the wonder is that so many exhibitors have gathered here. Poor business and the remoteness of Boston from Allied's Midwestern strongholds, and not lack of interest, are responsible for the lessened attendance.

"The deep interest manifested in this convention by those who wanted to attend but felt they could not afford to, gives heart-warming assurance that they are with us in spirit and are looking to us for greater accomplishments," Rembusch said in conclusion.

All convention sessions, film clinics, technical demonstrations and the trade exhibits, nevertheless, are being well attended by the delegates.

Buying-Booking

(*Continued from page* 1)

director said, those most difficult of solution being concerned with organization and administration.

At the Chicago meeting on the plan last spring, it was reported, efforts were made to induce Jack Kirsch, head of Illinois Allied and a buying-booking service there, to undertake organization of the project but Kirsch was represented as feeling that his time did not permit taking on the task. No other name has been heard mentioned here as an alternate director of the project, should it be furthered.

20th-Fox Meeting

(*Continued from page* 1)

Millionaire," "Beneath the 12-Mile Reef" and "Prince Valiant."

Conducting the sessions will be Lichtman, assisted by W. C. Gehring, executive assistant general sales manager, and assistant sales manager Edwin E. Aaron and Arthur Silverstone.

Spyros P. Skouras, president, will speak at the opening session, and vice-president Charles Einfeld will outline promotional plans for the upcoming product on Friday morning.

BOT and Polaroid Executives Heard At Convention

BOSTON, Oct. 6.—A nation-wide "technical service program" in which the Polaroid Corp. will invest $500,000 to perfect the quality of stereo projection throughout the United States, was revealed here by Jackson Turner, Polaroid 3-D Viewer sales manager, at the Allied States national convention.

W. P. Rosensohn, vice-president of Box Office Television, Inc., outlined the firm's plan to develop theatre television by leasing equipment to theatres and guaranteeing a supply of program attractions. Box Office Television offers to pay all capital costs, all line charges and all production costs. It proposes to split grosses 50-50 with participating exhibitors. For large theatres a regular RCA TV projector would be installed with the theatre paying installation costs of approximately $3,000 and then $100 per use for the first 20 uses. Small houses would use a portable TV projector on which there would be no special installation charge and a use fee of $50 for the first 30 programs.

In an extensive institutional campaign, Polaroid will make available to the 4,700 U. S. theatres now equipped to show 3-D films, special synchronization and control equipment expressly developed to "take the guess work out of 3-D projection," a kit of special filters and an illustrated manual for projectionists.

The complete "package," moreover, will be furnished free to theatres using Polaroid viewers, with the services of RCA Service Co., Inc., and Altec Service Corp. provided to supervise the installation, Turner said. For other houses the outfit will be offered at a flat price of $95, considerably less than cost, he added

Dr. W. A. Shurcliff, Polaroid Corporation, explained the new equipment developed by that company to insure proper projection of 3-D pictures. It consists of a monitor to check on synchronization and a control device to bring the two projectors into exact alignment. Polaroid also has developed a focusing filter and a brightness match filter. Dr. Shurcliff said that a variation of up to 30 per cent in brightness between the two images produces objectionable eye strain.

Yesterday morning, the Nord 3-D single strip system was demonstrated for the delegates in the hotel ballroom, with a large attendance and genuine interest evidenced.

New Music Service Formed on Coast

HOLLYWOOD, Oct. 6.—M. S. I. Music Service, Inc., has been formed here to provide producers with the services of a complete music department. Herbert Spencer and Earle Hagen, principals in the organization, were music arrangers at 20th Century-Fox for 17 and seven years, respectively. Among their latest picture credits as a team are "With A Song in My Heart," "Call Me Madam" and "Gentlemen Prefer Blondes."

Spencer and Hagen have appointed Al Fisher, who for 14 years was business manager of the 20th Century-Fox music department, as their production manager.

Skouras Late; Broidy 'A Double Feature'

BOSTON, Oct. 6.—When Spyros Skouras, 20th Century-Fox president, was late in showing up for the Allied States convention forum on CinemaScope here this afternoon, Steve Broidy, Allied Artists president, who had been a guest at the convention luncheon but who was not scheduled to address the convention until tomorrow, agreed at once to take over the open time and deliver his speech forthwith.

Said Broidy: "This shows you exhibitors the value of having a double feature available."

Broidy

(*Continued from page* 1)

try is changing that it is not going to be as good; it is going to be better, he said.

"What we need to do is to recognize the nature of the change and go to work to make the change fit the requirements of the new industry," Broidy added. "The public is demanding more from us than they have demanded in the past. People no longer just go to the movies—but they are going to see a picture in greater numbers than ever before. In the terms of our individual patron, we are no longer competing for his money—we are competing for his time."

Broidy asserted that Hollywood is meeting its problems with action. There has been a rebirth in the art of picture making, he said, adding that "no longer are the producing companies thinking in terms of manufacturing product on an assembly line basis." He then listed the strong pictures from each company and said the companies were backing up their pictures with the most intensified advertising, publicity and exploitation campaigns that they have undertaken in years.

"They are not waiting for the public to discover these fine films," he said, "but are heralding them through every possible medium to awake the potential audiences to the top entertainment in store for them. National advertising budgets are at a new high with many dollars being spent to pre-sell the product that eventually will fill the till at your theatres."

Broidy said that in November the corporate name of Monogram will be changed to Allied Artists. When the change is officially announced, Broidy said, there will be others which will "signify our organization has attained its proper place among leading major companies."

"A great many decisions have to be made. But they must be the result of trial and error. I don't think any one in the entire industry is in a position to make hard and fast pronouncements about the shape of things to come."

AMPP Hosts Diplomat

HOLLYWOOD, Oct. 6. — Sir Roger Makins, British Ambassador to the United States, and Lady Makins were guests today at a luncheon given for them by the Association of Motion Picture Producers at the Beverly Hills Hotel. Y. Frank Freeman was chairman.

Plan A Study Of Insurance

BOSTON, Oct. 6.—The Allied States board of directors meeting at the Sheraton Plaza Hotel here appointed a committee headed by Irving Isaacs of Boston, president of Independent Exhibitors, Inc., of New England, to make a study of possible inequities in insurance rates for theatres.

Isaacs and a local committee have been assembling data locally for some time on present theatre insurance rates. Their study shows, it was stated, that despite the introduction of new safety film and other precautions against fire hazards, theatre insurance rates have been unchanged for the past 20 years.

The efforts of the new Isaac committee will be to undertake a similar study on a national scale in an effort to obtain reductions in prevailing theatre insurance rates, it was stated. Serving on his committee are Sidney Samuelson, John Wolfberg and Leon Back.

Skouras, Schwartz Hosts at 'Robe' Show

BOSTON, Oct. 6.—Spyros P. Skouras, president of 20th Century-Fox, Sol A. Schwartz, president of RKO Theatres, and Charles Einfeld, vice-president of 20th Century-Fox, were hosts at the opening of "The Robe" in CinemaScope before a celebrity-packed audience at the Keith's Memorial Theatre this evening.

Bringing out dignitaries from every walk of life to the Hollywood-styled event, the guest roster was headed by Governor Christian A. Herter, Boston Mayor John B. Hynes and Archbishop J. Cushing.

A special midnight performance of "The Robe" was also held, for delegates attending the Allied States convention here.

Col. Cole Urges

(*Continued from page* 1)

of contacting legislators needs to be done again and that there is less than three months' time in which to do it. "We have lost ground in the last 60 days with members of the Congress," he said. "Where we had 400 members on our side last summer, we now have only 300 or less."

The President's veto of the Mason Bill was costly, Cole said, because many Congressmen pledged to support repeal of the tax now see the matter in a different light, and others, not too well sold on the theatres' case before, are on the side of the Administration now.

Cole said the Treasury's plans for next year do not embrace total elimination of the admissions tax and that he even "takes with a grain of salt" the Administration's assertion that "some relief will be granted after Jan. 1."

"If the same job that was done in the last campaign is not repeated now, Cole warned, "the new campaign will be lost." He said that exhibitors are showing too much complacency about tax repeal now and urged them to make return visits at once to the legislators in their home territories and obtain their renewed pledge to vote again for repeal of the tax.

SMPTE

(*Continued from page* 1)

for test film which would prove the adequacy of the installation. No such test film currently exists, it was stated, due to the relative "sudden" advent of CinemaScope.

In order to act with the maximum dispatch on what SMPTE believes to be a "serious" situation, two committees will take up the problem today in order to establish the necessary tentative operating standards. The two groups are the sound committee and the magnetic sub-committee. Both groups are slated to arrive at tentative operating standards today so that the SMPTE can proceed to make the test film which would be forwarded to equipment manufacturers and service companies.

During the morning session, papers on the first multi-track sound reproducers for composite films were presented by C. C. Davis and H. A. Manley, of Westrex Corp., J. D. Phyfe and C. E. Hittle, RCA; and S. W. Athey, Willy Borberg and R. A. White, General Precision Laboratory.

Dr. E. K. Carver, of Eastman Kodak, predicted that the use of new sprockets and sprocket-hole dimensions required for CinemaScope will increase film life.

Two advances in magnetic recording processes were revealed by Dr. Wilfred W. Wetzel, technical director of the magnetic recording division of Minnesota Mining and Manufacturing Co., St. Paul.

The new advances revealed by Dr. Wetzel are a process for applying multiple magnetic sound tracks to 35mm. film and a play-back head for magnetic sound reproduction in theatres.

The system for applying multiple tracks of coated tape to film, called the "Scotch-Track" laminate film process, is made possible by an applicator machine developed by Dr. Wetzel and his research staff.

With the new process, it was claimed, uniform high quality of sound reproduction is assured, because precision-coated tape of superior quality can be directly applied to the projection film.

Owner-Projectionist Defended Editorially

CINCINNATI, Oct. 6.—When Elstun Dodge, owner of a neighborhood theatre, gave his projectionist a vacation and then operated the machines himself because he could not afford a substitute, the union picketed his house. Dodge was willing to join the union but, being a proprietor, he was not permitted. A local newspaper had this to say editorially about the situation:

"When a union or anybody else says that a man may not perform any duty in his own business without being unfair to organized labor, the time has come to organize employers against unfair principles of union rules. If the Constitution has been distorted to such a point, it has failed to protect the employer, the employee and the patron."

The Independent Theatre Owners of Ohio points out that there is already an organization of employers for this purpose and adds, "it seems to us that exhibitor associations such as this could very well argue points of this nature with the unions."

Canada Drought May Cut Theatre Power

TORONTO, Oct. 6. — As a result of excessive heat and drought during August, theatres in Ontario may face a power shortage this winter, requiring the use of auxiliary generators. Robert H. Saunders, chairman of the Ontario Hydro-Electric Commission, has warned that the water supply for scattered hydro-electric plants has been seriously reduced and that restrictions on power consumption will probably have to be imposed.

Grainger Back

(*Continued from page* 1)

mestic sales conferences in the West and Midwest and for studio parleys in Hollywood.

In his overseas talks, Grainger said yesterday, he dispelled the idea that prevailed in some quarters, that the U. S. film industry was faring badly, due to shifts in interests of the people. He said that European managers were surprised to learn that more than 4,000 drive-in theatres had been built in the United States in recent years and were doing big business.

Drive-ins are almost unknown in Europe.

Grainger said that he informed the Europeans that the industry here was in a healthy condition despite the down-beat attitude taken by some people, adding that "too much loose talk was our greatest enemy."

14 Will Serve On Committee Of JDA Dinner

Fourteen executives are serving as Max E. Youngstein's co-chairmen in the industry's drive on behalf of the 1953 Joint Defense Appeal, it was announced here by William J. German, of W. J. German, Inc., general chairman of the JDA amusements division. Youngstein, vice-president of United Artists, is serving as dinner chairman.

The JDA industry-wide drive will start with a dinner in honor of Harry Brandt, president of Brandt Theatres, on Oct. 21, at the Waldorf-Astoria Hotel.

The industry is helping JDA raise New York's share of the $5,000,000 needed to finance the activities of the American Jewish Committee and the Anti-Defamation League of B'nai B'rith.

The co-chairmen are Steve Broidy, Allied Artists; Max A. Cohen, Cinema Circuit; Leonard H. Goldenson, American Broadcasting-Paramount Theatres; James R. Grainger, RKO Pictures; Al Lichtman, 20th Century-Fox; A. Montague, Columbia Pictures; L. D. Netter, Altec Service Corp.; Samuel Rinzler, Randforce Amusement Corp.; Herman Robbins, National Screen Service; Milton Rackmil, Universal Pictures; Sam Rosen, Fabian Theatres; Fred Schwartz, Century Circuit; Spyros Skouras, Jr., Skouras Theatres, and Richard Walsh, IATSE.

She was ready to forget she'd ever been a lady!



SEE

No Ohio Tax on Sale Of 3-D Viewers To Exhibitors

COLUMBUS, O., Oct. 6.—Ohio exhibitors do not have to pay a sales tax on 3-D glasses which are purchased for re-sale to the public, according to a ruling by the State Sales Tax Division in answer to a query by the Independent Theatre Owners of Ohio. The same holds true, the ITO reports, of the permanent type of glasses which are rented to the public.

If the glasses are given away, however, without any additional charge, the exhibitor must pay the sales tax and the distributor must collect it because in that case the exhibitor has not purchased them for re-sale, the ITO has informed its members. The association claims that although some of distributors have collected sales taxes from exhibitors, they have no legal right to do so.

"Furthermore, in some instances that we know of," an ITO bulletin states, the distributors have collected a sales tax and have not issued stamps which is a violation of the law."

Continuing, the ITO points out to members:

"You are further advised that if you are selling glasses for 15 cents a pair and a patron buys three admission tickets and three pairs of glasses, you are obligated to obtain a vendor's license and charge a sales tax. The same holds true of glasses being sold at 10 cents a pair when a patron buys five pairs or more at one time. The simplest way to avoid the nuisance of collecting sales tax is to handle each sale of more than 40 cents separately; if a patron buys three tickets and three pairs of glasses for 15 cents each, handle it as two tickets and two pairs of glasses and then another ticket and another pair of glasses. In that way the entire transaction is exempt from tax."

Virginia MPTA Sets Convention Dates

RICHMOND, Va., Oct 6.—The board of directors of the Virginia Motion Picture Theatre Association has set the dates for winter and summer meetings for next year.

The one-day winter meeting will be held Jan. 27 at the Jefferson Hotel in Richmond. The annual summer convention is set for the Chamberlin Hotel at Old Point Comfort, May 24-26.

President Leonard Gordon and executive secretary Carlton Duffus will make a swing around the state starting Oct. 13, holding meetings in each Congressional district. Plans will be formulated at these meetings for legislation to be brought up at the upcoming Virginia State Legislature and for the national tax repeal fight.

Jack Benny M.C. at 'Brotherhood' Dinner

HOLLYWOOD, Oct. 6. — Jack Benny will be master-of-ceremonies at the first Motion Picture World Brotherhood dinner, which will be held Oct. 15 at the Beverly Hills Hotel. Jack L. Warner is chairman of the committee preparing the event, which is sponsored by the National Conference of Christians and Jews.

Name 6 for M-G-M Training Class

The executive training class for selected M-G-M field personnel will begin Oct. 19, when six salesmen arrive at the home office for two weeks of scheduled sessions with company sales executives and department heads. The objective is to prepare trainees to fill executive positions in the field when and as opportunities for advancement arise.

Trainees are Ben Bebchick, Boston; Edward R. Susse, Buffalo; Jerry Baerwitz, Los Angeles; Vernon L. Smith, Dallas; Charles H. Turner, Jacksonville, and Clarence A. Keim, Chicago.

Chicago's Tax Totals Up Over Last Year

CHICAGO, Oct. 6.—Reflecting a continuing rise in box-office receipts, city amusement tax collections from theatre in September, on August receipts, were up 10 per cent over last year, rising from $93,939 to $103,079. Totals for the year to date from theatres are $979,484, against $958,659 in 1952, a rise of roughly two per cent.

One big contributor to the improvement was "This Is Cinerama," which had its first full month in August, although business was very good here during the summer months. October collections, on September receipts, ordinarily show a drop from the previous month, but "Cinerama," "The Robe" and "From Here to Eternity" are offsetting the usual seasonal decline in the rest of the theatres here and should keep the collection figures at a high level.

Says Independents Benefit by Cut-backs In Film-Making

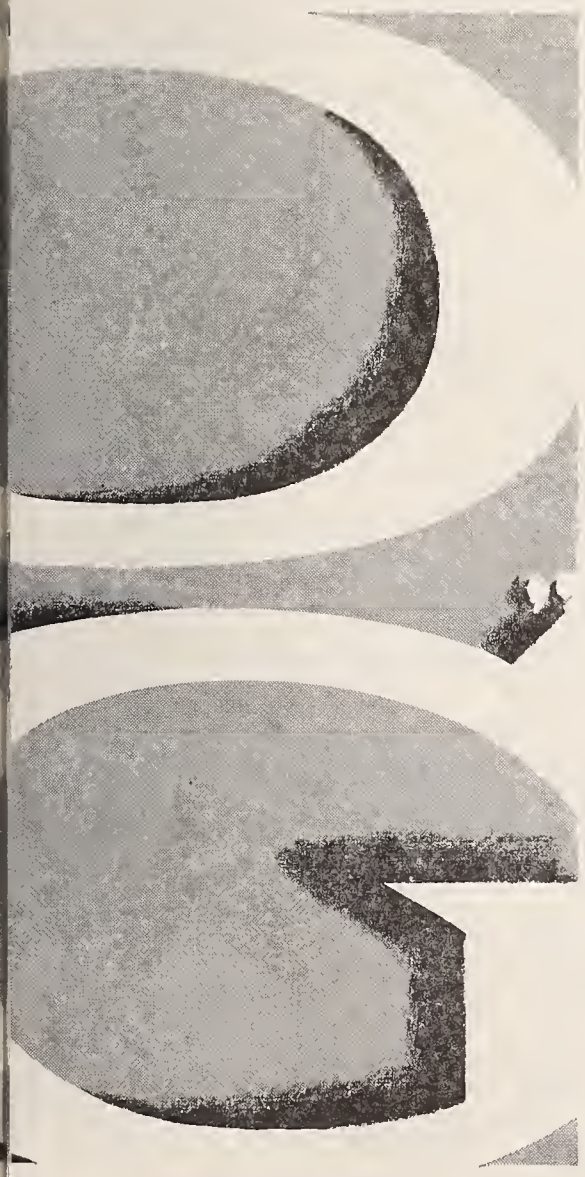
HOLLYWOOD, Oct. 6.—In film-making, as it sometimes happens in other businesses, a let-up in the activity of the big major interests will frequently result in an expansion of operations of independents, Milton Sperling told the Santa Barbara Chamber of Commerce while a guest speaker at a luncheon.

The ill wind of current cut-backs in some major studio production activity blows good for the independent field by freeing a lot of top stars for outside film ventures, opportunities ordinarily denied the box-office heavyweights by the majors in busier times, Sperling asserted.

'Nobody Loses'

"Nobody loses," the producer, now pushing negotiations for services of several top stars in his own independent production line-up, stated. "The independent gets a freer hand in his star casting, the majors are relieved of the salary overhead on idle stars, and the players themselves have the opportunity of selecting their own vehicles and of thus frequently advancing their careers."

Sperling is dickering for Humphrey Bogart to star in "Dream Street," the Robert Sylvester story with a Broadway background, to be made under his United States Pictures banner for Warner release. He is also seeking to borrow Spencer Tracy from M-G-M for the top spot in his projected "The Hoodlum," which centers on a 1953-style "Scarface."



WARNER BROS.
TOOK THE PRIZE-WINNER
OF ALL EDNA FERBER'S
NOVELS AND MADE A
MOTION PICTURE SO BIG
THAT IT OVERPOWERS
'JOHNNY BELINDA'!



EDNA FERBER'S PULITZER PRIZE NOVEL
"So Big"
STARRING JANE WYMAN CO-STARRING STERLING HAYDEN · NANCY OLSON
WITH STEVE FORREST ELISABETH FRASER · MARTHA HYER · WALTER COY · RICHARD BEYMER · TOMMY RETTIG
ROLAND WINTERS · JACQUES AUBUCHON SCREEN PLAY BY JOHN TWIST MUSIC BY MAX STEINER
PRODUCED BY HENRY BLANKE DIRECTED BY ROBERT WISE

U. S. Supreme Court Starts 1953-54 Term; Warren Sworn in

WASHINGTON, Oct. 6.—The U. S. Supreme Court opened its 1953-54 term, but the initial session was devoted to swearing in the new Chief Justice Warren and other formalities.

The court will really get down to business next Monday, when it will hand down decisions on whether to review hundreds of cases piled up over the summer and when it starts hearing arguments on cases already taken.

The Justices have six film cases before them. The court has already taken two cases—the so-called Partmar case, involving Fanchon and Marco damage claims against Paramount Pictures, and the Crest case, involving the right of neighborhood theatres to bid for first-run films.

Four more cases are awaiting the Justices' decision as to whether lower court decisions should be reviewed. Two of these involve the constitutionality of state film censorship—challenges to Ohio's ban of the film "M" and New York's ban of the film "La Ronde." The third case challenges the constitutionality of Charlotte's "blue law," banning film showings between 6:30 P.M. and 9:00 P.M. on Sundays. The final case is an appeal by the Jackson Park Theatre from a lower court ruling that the Rio reorganization under the consent decree freed an RKO Theatre in Chicago from observing the licensing provisions of the Jackson Park decree.

Ponti-de Laurentiis Product to Levey

Conclusion of a global distribution deal with the European production team of Ponti-de Laurentiis covering its entire lineup to date was revealed here by Jules Levey. Under the arrangement, Levey acquires the rights to distribute these films in all territories where they previously have not been released.

Carlo Ponti and Dino de Laurentiis currently are in Hollywood. When they return to New York late this week, Levey will conclude discussions with them for the production of a program of new films.

Warners to Produce Gen. Patton's Life

WASHINGTON, Oct. 6.—Warner Brothers has received from the Department of Defense official priority on filming the life story of the late General George S. Patton.

The studio immediately assigned writers to work on the screenplay and began moves designed to get the story before the cameras at the earliest possible time. The as yet untitled picture will be filmed in wide-screen WarnerScope and WarnerColor.

Sign 'Luther' Deal For Kansas City

Dixie Enterprises, of Kansas City, will distribute "Martin Luther" in the Kansas City territory in accordance with an agreement just signed by W. H. Gaffney, of Dixie, and Cresson E. Smith, sales manager of Louis de Rochemont Associates, producers of the film.

This is the second such assignment, the first having been given to Frank Mantzke, of Minneapolis.

Reviews

"Combat Squad"

(Columbia)

THE Korcan war front is highlighted in this Columbia release. However, it's a minor film, practically plotless. But it still may get by with some general audiences who will go for a war film, despite its faults.

What there is of the story tells of a small platoon of infantry led by Sergeant John Ireland. After successfully capturing a cave and smashing a roadblock, the men return to camp for some fun at the U.S.O. Then they are assigned to clean some snipers out of a thicket, which they accomplish with the aid of a raw replacement, Lon McCallister. Up to then he felt he was being pushed around by not being able to assist in the more rugged adventures.

That's the rather tepid tale, and except for John Ireland's always sincere performance, the acting is also undistinguished. There are no women in it except for some U.S.O. hostesses, who do nothing to aid the story. Some of the action scenes are interesting but like the rest of the picure, walk when they should run.

Jerry Thomas produced this picture independently and Cy Roth directed, from a story and screenplay by Wyott Ordung.

Others in the cast include Hal March, George E. Stone, Norman Leavitt, Myron Healey, Don Haggerty and Tris Coffin.

Running time, 72 minutes. General audience classification. October release.

"El Paso Stampede"

Republic

ALTHOUGH this is a formula western, with Allan (Rocky) Lane starred, two points set it off from others: its time, the Spanish-American war, and its villain, a dentist. Otherwise, the ingredients are familiar, including an abundance of riding and shooting.

During the war, there were many raids on cattle herds which were needed to feed the American forces. "Rocky" Lane is investigating them and goes to Clarksburg where many ranches have been looted. Working under cover, he gets a job in Eddy Waller's grain and feed store. Waller's handyman is in cahoots with the local dentist who is the leader of the rustlers. The stolen cattle are hidden until they can cross the border and Lane catches the handyman stealing some feed for them. Before he can tell the whole story, he is killed. Lane then works out a successful plan for capturing the gang and locating the cattle, with the aid of Waller, his daughter and the ranchers.

This features Phyllis Coates as the girl and Stephen Chase as the villain. Rudy Ralston was associate producer while Harry Keller directed and Arthur Orloff wrote the screenplay.

Others in the cast are Roy Barcroft, Edward Clark, Tom Monroe, Stanley Andrews, William Tannen and Black Jack.

Running time, 54 minutes. General audience classification. September release.

Jessel to Repeat As Pioneers' 'Emcee'

George Jessel will again act as toastmaster of the annual dinner of the Motion Picture Pioneers, it was disclosed by Jack Cohn, president of the organization. Jessel will officiate at the 15th anniversary dinner, which this year will honor Paramount president Barney Balaban, at the Astor Hotel on Nov. 12.

Jessel is currently the star of an American Broadcasting network TV show.

Cleveland Exhibitors Again in TV Series

CLEVELAND, Oct. 6.—"Lights, Camera, Questions," television show sponsored on Station WXEL by local downtown first-run theatres, will return to the airways on Thursday. The program, heard from 7:00 to 7:30 P.M. each Thursday, features a panel composed of the heads of first-run theatres who are asked to answer questions submitted by the public and which relate to motion pictures. A pair of passes goes to each person submitting a question that is used, and prizes go to those who stump the experts on the panel.

On the panel are Frank Murphy Loew's Theatres division manager Dick Wright, Stanley Warner district manager; Max Mink, RKO city manager, and Frank Silverthorn, Hippodrome manager.

Magniglow Personnel In 3-Day Meeting

CHICAGO, Oct. 6.—Details regarding demonstrations and sales of the Magniglow Astrolite screens were discussed at a three-day meeting here of sales and technical personnel. The demand for the screen, the Radiant Manufacturing Co. revealed, has been so great that the emergency meeting was called.

Attending were: Verne Schultz, Midwest manager; Tom Wood, Southeast; George Koch, Eastern Seaboard; Howard Wilson, Midwest; Howard Karp, New York; Tony Coorlim, sales analyst; Harry Pollay, Southwest manager, and Jack Kellman, in charge of export sales; Seymour Jacob, assistant to the president; Agis I. Mahalakis, president of Glowmeter Corp.; Adolph Wertheimer, vice-president of Radiant; Fred Kislingbury, Western manager; Mark Marbet, New England manager; Radiant advertising and sales managers Milt Sherman and Herschel Feldman, and Bill Russell, sales manager and technical adviser of the Glowmeter Corp.

'Desert' Debut Is Set For Sutton in N.Y.

The world premiere of "The Living Desert," Walt Disney's first full-length feature of the True-Life Adventure series, will be held at the Sutton Theatre here at a date still to be set.

3-Day Toronto Meet For Famous Players Division Managers

TORONTO, Oct. 6.—The annual Eastern division managers' conference of Famous Players Canadian Corp., a feature of the 34th year of the country's largest chain, opened here yesterday with a demonstration of CinemaScope at the Imperial Theatre, largest unit of the circuit, where some 100 managers and others witnessed a presentation of the new technique, described as the start of another era for the industry by FPC resident J. J. Fitzgibbons.

Managers from all parts of the Eastern Provinces buzzed with excitement as the start was made for the three-day business program in the King Edward Hotel under the supervision of Morris Stein, Eastern division general manager.

Head-office officials unfolded plans, policy and prospects for the coming months, an address by Fitzgibbons being an early feature.

Among others scheduled to deal with individual topics in this meeting are vice-president R. W. Bolstad, J. J. Fitzgibbons, Jr., general manager of Theatre Confections, a subsidiary; Pete D. Brown and George Cuthbert for General Theatre Supply Co.; James R. Nairn, head-office advertising-publicity manager; J. S. Wolfe, supervisor of construction and theatre maintenance; Angus MacCunn, secretary, and others.

Included in stirring developments are the forthcoming introduction of CinemaScope at a number of units in key cities, including the Capitol theatres at Windsor and Ottawa in Ontario, and the Toronto Imperial and Capitol at Winnipeg.

RKO of Canada In 'Peppercorn Drive'

TORONTO, Oct. 6.—All of the six RKO distributing branches in Canada have united to honor their district manager, Carl Peppercorn, during November. A special sales and booking campaign has been set up by the branch chiefs, who include Jack Labow of Toronto, where Peppercorn has his headquarters; Arthur Elliott, Calgary; Harry Cohen, Montreal; Ken Snelgrove, St. John; Jimmy Davie, Vancouver, and Myer Nackimson, Winnipeg. Exhibitors are joining forces with the exchange personnel in paying tribute to Peppercorn.

Peppercorn came to RKO Radio as a youngster in 1927. He became assistant to general sales manager Charles Boasberg in March, 1947, and was promoted to Canadian district manager in April, 1951.

Labow will serve as campaign director during the period.

3-D Progress Rapid In Minneapolis Area

MINNEAPOLIS, Oct. 6.—The 3-D medium continues its progress in this area. In addition to the El Lago and East Lake theatres, city houses which recently installed the new equipment, five suburban theatres have completed installations. They are the Gem Theatre, Plainview, Minn.; the Roxy, Langdon, N. D.; Hill, Hillsboro, Wis.; Forest Lake Theatre, Forest Lake, Minn.; and the Grand at Hallock, Minn.

DON'T STACK THE CARDS AGAINST YOUR 3-D PROFITS!

Prove to yourself that your patrons see 3-D best through Polaroid® glasses!

The optical quality of the glasses you supply can make or break your potential profits on 3-D. Inferior glasses will spoil any show for your patrons—and stack the cards against your coming 3-D pictures.

You can prevent this from happening simply by checking the quality of the glasses yourself—*before* you buy.

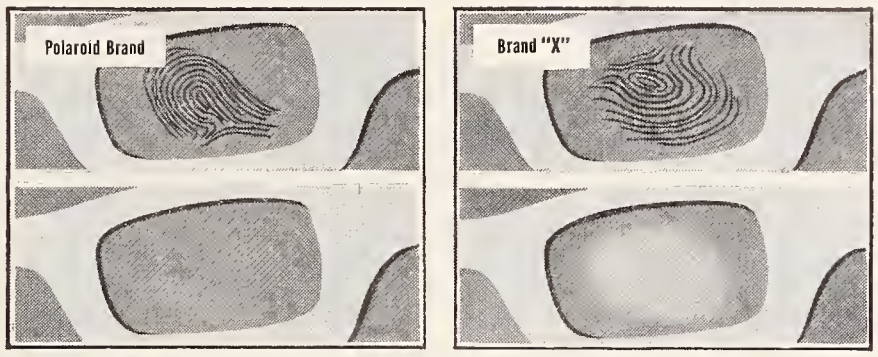
It's quick and easy. On the right are three simple tests. Any pair of glasses should pass all three with flying colors—if your patrons are to enjoy 3-D.

You'll find that genuine Polaroid 3-D Glasses pass these tests, and any other quality tests, easily. Their high optical quality is maintained by the same careful quality control that Polaroid Corporation uses on goggle lenses made for the Armed Forces.

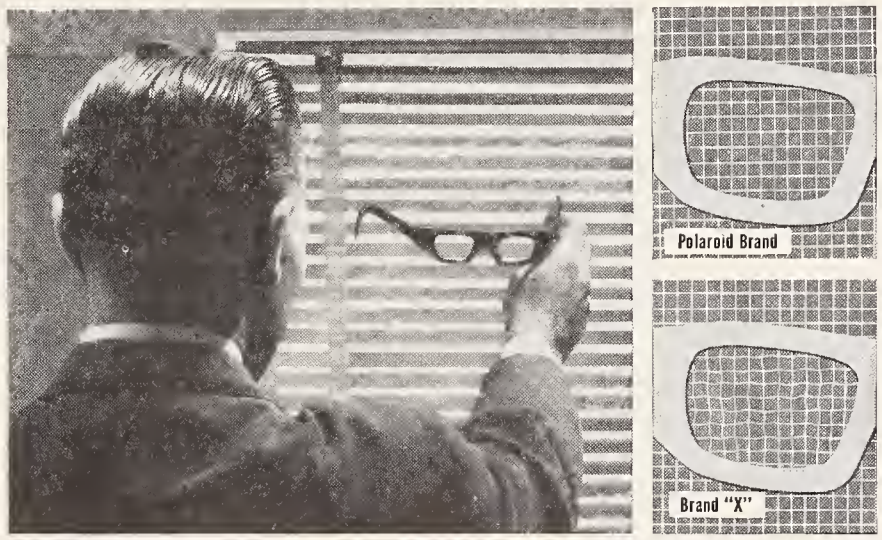
So why take chances? Order genuine Polaroid 3-D Glasses and be sure.

IMPORTANT!

Polaroid 3-D Glasses
are now available from
your RCA THEATRE
SUPPLY DEALER.



FINGERPRINT TEST: Wet thumb and press against glasses. Take handkerchief and try to rub off. Fingerprints are almost impossible to rub off inferior lenses and polarization is often destroyed completely. You'll find fingerprints can be rubbed off genuine Polaroid lenses without damage.



DISTORTION TEST: Hold glasses at arm's length. Close one eye, and look through one lens at a distant straight line. Move glasses back and forth. Through genuine Polaroid 3-D Glasses, the line will stay straight. Through inferior lenses line will appear wavy. Patrons will see a watery, fuzzy picture.



BLACKOUT TEST: Take two viewers. Hold one upside down against the other. Look through lenses at light. Inferior lenses that are not correctly polarized will let through light from wrong image and patrons will see "ghosts". Genuine Polaroid lenses are polarized correctly. Each eye sees only the image intended for it.

Gov't Film Budget Much Too Small, Says DeMille

WASHINGTON, Oct. 6.—Producer Cecil B. DeMille has told government officials that an adequate government overseas film program cannot be carried on with the present budget allowance.

Congressional slashes in the appropriations for the U. S. Information Agency resulted in cutting the film program from a requested $10,000,000 to $3,000,000 in the current fiscal year. Shortly before Dr. Robert L. Johnson quit as head of the information program, he was told by DeMille, film consultant for the program, that the U. S. is falling far behind the Soviet Union in film propaganda, and DeMille repeated this observation to USIA officials here last week.

Ballantyne Engineer Officials to Chicago

OMAHA, Oct. 6.—The Ballantyne Co. will send to the TESMA convention and TOA show in Chicago a full force of technicians, engineers and company officials to supplement the showing of its recently-introduced package for wide-screen techniques.

The company here has listed the following personnel to be in attendance: R. S. Ballantyne, president, J. Robert Hoff, executive vice-president; Ilo M. Brown, chief engineer; Edward J. Nelson, research engineer Howard Floerchinger, sound engineer, and A. Joe Chantry, regional sales manager.

Nature-Film Rights Acquired by Salzburg

Exclusive distribution rights to several short subjects narrated by John Van Coevering, sports columnist and TV personality, have been acquired by J. Milton Salzburg. Among them are "Sharp Eyes," "Dude Ranch," "Fun with Bluegills," "What Bird Is That?" and "Bird Neighbors."

Salzburg also has obtained distribution rights to the first 13 units of a TV series entitled "Adventure Out of Doors" and to films made at the National Music Camp at Interlochen, Mich.



Television--Radio

with Pinky Herman

THE RAPID STRIDES currently taking place on the part of the Television Industry as regards color transmission will be graphically demonstrated tomorrow when CBS will hold a press conference at the Waldorf-Astoria Hotel during which it will unveil its new CBS Hy-Tron Picture Tube in conjunction with other major and important new developments in pick-up, transmission and equipment for use with the new Industry-proposed N.T.F.C. compatible color system. The Hy-Tron tube, said to be a vast improvement over the tube in use today, is the result of a two-year research and experiment project, it was announced by Bruce A. Coffin, Prexy of CBS Hy-Tron and not only reduces costs considerably but manufacturers of home TV receivers will obtain them within a few weeks.

☆ ☆ ☆

Producer Peter Arnell is justifiably proud of the double distinction attained by his "Wheel of Fortune" CBS-TV program. Last May it was awarded the Certificate of Merit by the Encyclopedia Brittanica "for consistent demonstration of good neighborliness and application by TV of the Golden Rule," and more recently was signally honored by Gen. George C. Kenney, who awarded to Hubbell Robinson, Jr., and the program the Air Force Association's citation for "saluting the individual heroes of the U.S. Air Force in war and peace." . . . Dynamic Films, celebrating its fifth year of TV film production, has enlarged its New York headquarters to provide for larger sound stages, made necessary by increased production schedules. . . . Warren Wade has signed Constance Bennett for the stellar role in "Twentieth Century," which will bring back "Broadway WOR-TV Theatre" on Columbus Day. . . . Boston Thrush Judy Tremaine has been signed to a recording contract by Brunswick Records.



Peter Arnell

☆ ☆ ☆

TV Sales Head of Filmack Studios, Dan Mack, has added four new additions to his staff. Included are Hal Lansing, formerly with WGN, Chicago; John Thorsen, formerly with the TV division of ABChicago; Pat Collopy of Filmack's theatre sales, and Hal Tate, former Chicago deejay and also head of his own TV production firm. . . . That good-looking young warbler, currently seen on the "Kate Smith Show," is Jeff Clark, formerly vocal star of the Hit Parade radio series. Jeff is managed and coached by Jimmy Rich, who guided Dinah Shore to stardom. . . . "Senator" Ed Ford's fine NBComedy series, "Can You Top This?", has resumed Mondays thru Fridays at 10:00 P.M. quarter hour series with Peter Donald, Harry Herschfield, Ward Wilson and former New Jersey Governor Harold Hoffman giving with the jokes. Roger Bower directs the program, which started back in 1940 over Mutual and subsequently switched to NBC. . . . Thomas L. Milana will head Interstate TV's newest distribution office located in Dallas.

☆ ☆ ☆

Todd Russell has returned from a vacation in New England with an occasional visit to the race track in East Boston. Todd experienced a thrill when a race track usher there recognized him and gave him special attention. "But," said Russell, "I'd have been thrilled even more if some of the nags on which I'd wagered a quid or two had recognized me instead and had applied themselves more diligently to their tasks." . . . Ace TV director Dave Rich is CBStarting his fifth consecutive year with "Arthur Godfrey's Talent Scouts." Most unique in view of the fact that Rich is no longer exclusively with CBS and this particular program is strictly a house-built (CBS) and produced package.

☆ ☆ ☆

LOTSA DOTS . . . Greater L.A. Press Club in association with the City of Hope will sponsor a telethon via KTLA from Saturday at 11:00 P.M. thru Sunday to 4:00 P.M. to raise funds to erect another wing at the City of Hope. Klaus Landsberg will produce the program which will originate at the Carthay Circle Theatre. . . . Deejay Art Ford will start a new two-hour platter-NBChatter series, "The Big Preview," on Saturday, with Parker Gibbs producing-directing. When better records are made Ford will play them.

Theatre Ads

(*Continued from page* 1)

potential film-goers could name attractions playing in their local theatres. Through the years, he continued, from 1948 to today, when television saturation grew to over 80 per cent in Philadelphia, the change taking place in newspaper readership could be noted.

Sindlinger then pointed out the change in average-daily newspaper readership between 1948 and 1953, which showed the following: Sports up to 47 per cent from 42 per cent. TV and radio up to 60 per cent from 13 per cent. Amusement page down ot 19 per cent from 40 per cent.

"Depth interviewing today reveals that amusement page readership is more generally confined to display advertising of first-runs and reviews," Sindlinger said. "But, what is more important, and we think a clue to the plight of the neighborhood theatre, is that readership of theatre listings of subsequent and neighborhood attractions today is down to 9.3 per cent—from 32 per cent in 1948.

Seeks 'Infrequent Patron'

Sindlinger said that one of the reasons for the decline in box-office, particularly at the neighborhood level, is the loss of communication with potential audiences, particularly the infrequent patron.

"If the infrequent movie-goer had completely lost interest in attending the movies, that would be one thing, but there is much evidence that this is not so," Sindlinger said. "There are three measurable factors that govern the gross of individual attractions: (1) Know-about; (2) Want-to-see, and (3) Know-where-playing."

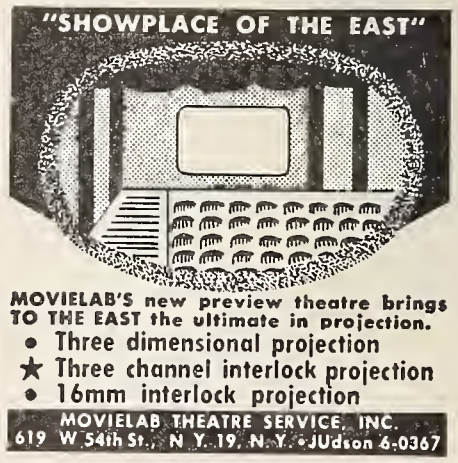
Sindlinger gave a few general conclusions from the findings of the last few months:

¶ "Know-about" of attractions is running at about 10 to 12 per cent ahead of last year. This is due primarily to the use of television to exploit pictures and higher magazine readership.

¶ "Want-to-see," with the exception of "The Robe" and "From Here to Eternity," is averaging about the same as last year.

¶ "Know-where-playing" of attractions at first-run theatres is five to 10 per cent ahead of last year, but still 50 per cent under the normal of 1948. However, the "know-where-playing" when a picture plays day-and-date in multi-subsequent runs is no better than last year.

Sindlinger's statistics were based on a survey for a client, and Philadelphia was chosen because his company considered that city a good laboratory in which to follow the impact of television.



National Pre-Selling

TO FILL THEATRES' new wide-screens with beautiful background scenery, Hollywood studios transported directors, actors and technicians of two companies to the Canadian Rockies. The companies of "River of No Return" and "Far Country and Saskatchewan" were sent on location to Banff and Jasper National Park. Sensing the new trend in picture-making "Look" sent along a camera crew to photograph the stars in the rarified air of the Rockies. Among the stars was Marilyn Monroe, who slipped while wading to a raft and tore an ankle ligament. Joe DiMaggio visited Monroe during her immobilization. Photographs of the Canadian adventure appear in the current issue of "Look."

•

"The Actress" is represented by a splendid ad in the October issue of "Seventeen." At first glance it appears to be editorial material. It tells the story of a winsome girl of 17 fighting with all the fervor of youth for her great dream of going on the stage. She meets a Harvard boy who offers her marriage and security instead of a stage career. I haven't seen the picture but will bet three to one on the boy from Harvard.

Also in the issue is a striking full page ad on "Those Redheads from Seattle." The picture is in 3-D with color and features a song titled "Take Back Your Gold."

•

"Dial M for Murder's" star, Ray Milland, was interviewed by Louella Parsons for the Oct. 4 issue of "Pictorial Review." Also in the issue is a full color page ad on "Mogambo."

•

"The Fugitive's" star, Richie Andrusco, an eight-year-old boy, appears in a motion picture for the first time. While Richie was seeing himself on the screen for the first time a "Life" photographer took candid camera shots of his uninhibited reactions. They appear in the current issue with scenes from "The Fugitive" which is is having its premiere here at the Normandie Theatre.

In the same issue a pictorial story demonstrates graphically how American dialogue replaces a foreign-language in film imported to this country for general theatre release.

•

"Dangerous Crossing" receives double recognition in the October issue of "Woman's Home Companion." It is one of the pictures recommended by Philip Hartung. In addition, "Dangerous Crossing" and its star, Jeanne Crain, are spotlighted in a full-color page ad for Lustre-Creme Shampoo.

•

A page and one-half full-color ad spotlighting Victor Mature and "The Robe" appears in the current issue of "Collier's." It advertises Victor Mature's favorite "Man-Appeal" meal which can be purchased in Super Markets located in 37 states. The ad carries a listing of the markets where the meal can be purchased.

"Collier's" also sent a camera crew to the Canadian Rockies to make photographs of Marilyn Monroe and the cast of "River of No Return." The photographs in full-color appear in the current issue.

WALTER HAAS

Reviews

"The Veils of Bagdad"

Universal

HERE is a grand scale Arab adventure. As an Arabian Nights conglomeration, this is a very good specimen. It is loaded with suspense, intrigue, violence, rioting and familiar figures of adolescent mythologies. There are dancing girls, slaves, mountain tribes, palace guards, the Grand Vizier and the Pasha.

Victure Mature, who seems these days destined to remain in the Middle East, is the agent of Sulemein the Magnificant, ruler of the Ottoman Empire. His job is to ascertain what the Pasha of Bagdad is up to. This he does by getting a job as chief assistant to the Grand Vizier, by making love to the Vizier's wife and also by introducing the Vizier himself to a very special dancing girl.

The information garnered amounts to this: the Vizier and the fat, amiable but cruel Pasha are hoarding gold so they can bribe mountain tribes and then march on the capital. Mature spoils all this by invading the palace with his troupe of dedicated friends, acrobatic wrestlers all, by then taking the gold, fighting the palace guards, killing the Vizier, and capturing the Pasha. He resolves the problems of romance by offering gold to the Vizier's wife, Virginia Field, and love to the dancing girl, Mari Blanchard.

The corps of wrestlers and adventurers, Mature's faithful followers and also adherents of his boss, the Sultan, are certain to especially gain juvenile attention. Leon Askin is a fine Pasha, with German accent and a pathetic dedication to the pleasures enjoyed by his tummy. Guy Rolfe is cultured, although villainous, as the Grand Vizier. William R. Cox wrote the story and screenplay, and George Sherman directed. Albert J. Cohen produced. Others in the cast are Jim Arness, Palmer Lee, Nick Cravat, Ludwig Donath, Jackie Loughery, Howard Petrie, Charles Arnt, Glenn Strange, Sam Stein and Dave Sharpe.

Running time, 82 minutes. General audience classification. For November release.

"The Fighting Lawman"

(Allied Artists)

WAYNE MORRIS is a deputy marshal in this better-than-average Western. And he shows that he is not a superman while performing his duties. In fact, not until the end does he discover that the girl he has been trying to protect is a clever little double-crosser who is looking out only for herself. This factor, plus some good dialogue and acting, raises the picture several notches above others in this category.

The simple story line tells how Morris captures one of four bank robbers and eventually learns from him where the other three are hiding under assumed names. The crook's sister is also living there and she must be protected, for once the trio finds out her brother has been killed, her life would be in danger. The girl promises to help the lawman, but instead sees a way to get rid of the others and get the money for herself. They all get killed eventually, including the not-so-innocent young lady, either by each other or by the marshal.

Morris and Virginia Grey, as the unprincipled girl, give solid performances. And there are enough action scenes to please the Western fans in addition to general audiences. Vincent M. Fennelly produced this very competent film with Thomas Carr doing the directing and Dan Ullman the screenplay. Others in the cast are John Kellogg, Harry Lauter, John Pickard, Rick Vallin, Myron Healy and Dick Rich.

Running time, 71 minutes. General audience classification. September release.

"Shadows of Tombstone"

(Republic)

THIS is a well-written Western starring Rex Allen that should be liked where this type of picture does well. The plot is not sensational but the dialogue and acting are better than average and the situations seem to have a fresh approach.

Rex is a rancher in a town run by a crooked sheriff and a saloon owner. He has captured a bandit who works for the sheriff and the latter is forced to put him in jail to escape the town's ire. When the girl who runs the town's newspaper admits she's afraid to attack the sheriff in print, Rex decides to run for sheriff himself. The two crooks frame Allen on a murder charge. When he escapes, the girl helps him in trying to force the crooks into the open. Eventually justice gets its reward but not before some dandy fistfights have ensued and a climactic fight in the hills seems to spell the end for the hero.

Allen's performance is competent, and once more he does not sing except in accompaniment to the credits. His sidekick, Slim Pickens, provides the usual comedy and Jeanne Cooper plays the female journalist. Emory Parnell and the perennial villain, Roy Barcroft, as the sheriff and saloon keeper are properly treacherous. William Witney directed for associate producer Rudy Ralston with Gerald Geraphty doing the screenplay. Others in the cast are Ric Roman, Richard Avonde, Julian Rivero and Koko.

Running time, 54 minutes. General audience classification. September release.

goes before the cameras on Thursday.

Reynolds also revealed the signing of Felix Feist to handle the directorial reins on this drama, based on an original by Hannah Grad Goodman.. Also, Al Green has been signed to direct "Walking John," which will star Edward Arnold in a dual role. This is scheduled to start Oct. 12 with David Hire as associate producer.

Charity Benefits as Philadelphia Greets Cinerama Premiere

PHILADELPHIA, Oct. 6.—Governors of three States, the mayor and 1,500 civic leaders and socialites welcomed the premiere of "This Is Cinerama" in the Boyd Theatre here last night. The opening night was under the sponsorship of the Philadelphia Inquirer Charities, Inc.

Representing the fifth U. S. metropolis to see Cinerama since it opened on Broadway a year ago, Philadelphia played host to Governor Fine of Pennsylvania, Governor Driscoll of New Jersey and Governor Boggs of Delaware. Mayor Joseph Clark of Philadelphia acted as official greeter. Cinerama officials, including Lowell Thomas, president of Cinerama Productions; S. H. Fabian, president of Stanley Warner; Hazard Reeves, president of Cinerama, Inc., and Lester Isaac, general manager of Cinerama theatre operations, were here for the benefit.

Big Advance Sale

A record advance sale of close to $50,000, with tickets at a premium for the next 10 weeks, was recorded prior to the opening.

Jacobs and Horwits Form New Agency

Opening of the Arthur P. Jacobs-Al Horwits public relations office in New York was announced here.

Horwits, who last week resigned from his executive post at Universal-International studios to enter into partnership with Jacobs, will fly East from Hollywood next month to start New York operations. Horwits was studio director of publicity and executive aide to William Goetz and was with Universal for over 11 years.

The new organization is set up to represent motion picture and industrial accounts not only in Hollywood and New York, but also in 11 key U. S. cities. The company also maintains offices in London, Paris, Rome and Mexico City.

A special unit has been set up to handle accounts in the radio-television field.

Robert C. Reilly, formerly assistant director of publicity for Warner Brothers and director of publicity for Sun Valley, Idaho, will function in the West Coast office as an associate.

Herbert Named Head Of Canadian Unit

TORONTO, Oct. 6.—Walter B. Herbert of the Canada Foundation has been elected chairman of the sixth annual competition for made-in-Canada pictures in 1953, it was announced by the management committee of the Canadian Film Awards.

The Canada Foundation is an organization for the promotion of culture in the Dominion. One of its executive supporters is L. W. Brockington, president of Odeon Theatres of Canada.

Six classes of pictures, ranging from theatrical features to amateur non-theatre films, will compete for the awards. The sponsoring groups are the Canadian Association for Adult Education, Toronto; the Canada Foundation, and the Canadian Film Institute, Ottawa, formerly the National Film Society.

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Allied Upholds Directors On Arbitration Demands

Outlines Requirements for Its 'Probable' Participation in New Industry Confabs; Standard Wide-Screen 2-1 Ratio Asked

By SHERWIN KANE

BOSTON, Oct. 7.—Allied States today approved the more stringent demands stated by its board of directors earlier as the price of its further "probable" participation in new industry arbitration conferences; called for standardization of wide screens at a two-to-one ratio; asked computation of subsequent-run clearances from the end of the "usual length" of a run in the prior theatre, and called upon 20th Century-Fox to continue to make and release films in standard dimensions during the transition period to CinemaScope, as well as to test screens and sound systems other than those presently approved by 20th-Fox for CinemaScope presentations.

The foregoing were among the more important resolutions adopted by Allied's annual convention as it came to a close at the Sheraton-Plaza Hotel here late this afternoon.

The Allied board's resolution on arbitration, which was adopted unanimously by the convention, says that it can see "no practical benefit to its members in any arbitration plan that does not provide for arbitration of rentals on a regional and national basis; that countenances pre-releases on even a limited scale, and that does not prohibit initiation of competitive bidding except at the demand of an exhibitor."

Even should distributors see fit to meet all of these Allied requirements, and there is no expectation among Allied members that they will be even partially met, Allied declares

(*Continued on page 4*)

Schary Reports

MGM Sets Its Sights on 40 Productions

20 in Backlog and 20 New Ones Scheduled

Following conferences with Nicholas M. Schenck, president of Loew's, Inc., and other executives here, Dore Schary, vice-president in charge of production, has announced plans for the future production schedule of M-G-M. Schary said that the program will be consistent with that announced at the recent sales conference in California. A company statement issued here yesterday said that "there will be fewer pictures but each will represent size and importance." Forty-five are on the current calendar year's schedule.

"Exhibitors may be assured of a plentiful supply of product from M-G-M of at least 40 pictures, over an undetermined period," said the company. With a current backlog of 20

(*Continued on page 2*)

SMPTE Agrees on Working Standards For Stereo Sound

By MURRAY HOROWITZ

Agreement was reached on working standards for the design and operation of multi-track stereophonic sound recording equipment, similar to that used in conjunction with CinemaScope, at the Society of Motion Picture and Television Engineers convention here yesterday at the Hotel Statler.

The accord was reached by the sound committee, presided over by John K. Hilliard, which

(*Continued on page 2*)

20th Opens Two-Day Sales Meet Today

Plans for the handling of the first CinemaScope releases and pictures made by Leonard Goldstein's Panoramic Productions will be developed here today and tomorrow by 20th Century-Fox's Canadian and domestic division managers, assistant division managers, branch managers and the

(*Continued on page 4*)

Need for A Variety of Presentation Forms Seen by Wilschke

BOSTON, Oct. 7.—A variety of presentation techniques "at the present time" was recommended for exhibitors by E. O. Wilschke of Altec Service Corp., in an address to the Allied States national convention here today. Wilschke said he believes about three presentation forms would not be too costly and would be good for exhibition for the time being.

In a subsequent open forum following his talk he told the convention that 20th Century-Fox's CinemaScope is designed on "sound economic facts"

(*Continued on page 4*)

Prominent at 'Clinics'

Equipment Supplies, Costs Major Items at Allied Meet

BOSTON, Oct. 7.—For perhaps the first time in the quarter of a century of Allied State's existence, equipment supplies and costs, rather than sales terms and policies for film distribution occupied the center of the stage at an annual convention of the organization.

The Allied meeting which ended here today, by design, put the spotlight on the new technical processes to bring light to the membership and provide answers for most of the questions confronting them. That the same topic would run over into Allied's famed film clinics and hold the center of the stage in most of those, too, was not pre-planned. But that's what happened, particularly in the clinics, for large city theatres.

Abe Berenson of New Orleans, reporting on the subsequent-run clinics,

(*Continued on page 5*)

Technicolor Net Increases Sharply

The consolidated net profit after taxes on income of Technicolor, Inc., for the nine months ended Sept. 30, 1953, is estimated to be $2,121,518.

The nine-month net is equivalent to $1.10 per share on the new stock outstanding as compared to $1,499,507 or 80 cents per share for the first nine months of 1952, according to Dr. Herbert T. Kalmus, president and general manager.

TOA Bids Executives To Attend Chicago Meet Next Month

Theatre Owners of America has invited the presidents and sales managers of producing and distributing companies to attend its 1953 convention and trade show at the Conrad Hilton Hotel in Chicago on Nov. 1-5. TOA president Alfred Starr said that a "good percentage already has accepted and I am sure that most of them will attend."

Starr reported advance registrations

(*Continued on page 4*)

Theatre TV Plans Before NETTC In Chicago Nov. 2

Specific suggestions for exhibitor action on theatre television networking will be detailed at a meeting of the National Exhibitors Theatre Television Committee scheduled for Nov. 2 in the Conrad Hilton Hotel in Chicago. Si Fabian, chairman of the committee, said here yesterday that the NETTC would make a report on

(*Continued on page 5*)

Five to Study Stock-Buying

BOSTON, Oct. 7.—Wilbur Snaper, Allied States president, today appointed Ben Marcus of Milwaukee, Nathan Yamins of Fall River, Mass., Ruben Shor of Cincinnati, Jack Kirsch of Chicago and himself to the committee which the Allied convention here authorized to study the possibilities of Allied members purchasing the stock of major film companies to insure independent exhibitors a voice at

(*Continued on page 4*)

Personal Mention

SPYROS P. SKOURAS, 20th Century-Fox president; CHARLES EINFELD, vice-president; W. C. GEHRING, executive assistant to the general sales manager, and ARTHUR SILVERSTONE, Eastern and Canadian sales manager, returned here yesterday from Boston.

•

LOUIS W. SCHINE, of the Schine circuit, became a grandfather when his daughter, MRS. ROSS H. HIGIER, of Gloversville, N. Y., gave birth to a son at the Littauer Hospital there.

•

JOSEPH I. BREEN, director of the Production Code Administration, accompanied by his wife, left here yesterday for the Coast.

•

CHARLES J. FELDMAN, Universal Pictures general sales manager, has left New York for San Francisco and Los Angeles.

•

SEYMOUR MOSES, Loew's International director in Holland, will arrive in New York from there today by plane.

•

IRVING SOCHIN, Universal Pictures short subjects sales manager, will return here tomorrow from a field trip.

•

CHESTER WEAVER, booker for the Onalaska Theatre, Seattle, is confined to his home following a heart attack.

•

PROF. HENRI CHRETIEN, inventor of CinemaScope's anamorphic lens, left New York yesterday for Paris.

•

BILL FOREMAN, head of the Foreman circuit of drive-ins, has returned to Los Angeles from Seattle.

West Memphis Stays Censorship Action

MEMPHIS, Oct. 7.—The West Memphis Arkansas City Council met today to discuss film censorship and postponed action. The council met after chairman Fordyce said he was tired of "his city being a dumping ground for movies banned by censors in Memphis." The council decided to contact Hollywood's Motion Picture Production Code and other cities to determine their method of censorship.

Meanwhile "The Moon Is Blue," showing at the Joy Theatre in West Memphis, and "Rain," showing at Sunset Drive-in, continue to draw good crowds from Memphis. The pictures were banned by censors in Memphis.

Welles' 'Othello' To United Artists

Orson Welles' film version of William Shakespeare's "Othello," produced and directed by Welles, who stars in the title role, has been acquired for release by United Artists, it was announced in Hollywood by Arthur B. Krim, president of U.A. "Othello," a Mercury production, was filmed in Italy.

Special Plaque for Spyros Skouras

A special plaque, citing Spyros P. Skouras for his contributions to goodwill through motion pictures, and toward keeping the public awareness of religion alive through specific films such as "The Robe," will be presented to the 20th Century-Fox president Tuesday by Herman Steinkraus, national chairman for "National Bible Week," Oct. 19-25, and head of the Bridgeport Brass Company.

The presentation, on behalf of the Laymen's National Committee, will be made at 20th-Fox's New York office.

N. Y. Projectionists In Tribute to Zukor

GENEVA, N. Y., Oct. 7.—A joint resolution of tribute to Adolph Zukor on his 50 years in the industry was passed unanimously by the New York State Association of Projectionists and Projectionists Local No. 108, IATSE, at their combined convention here.

The convention was presided over by Earl Tuttle of Local No. 396, Binghamton, who is president of the state projectionists group. Charles F. Wheeler, Local No. 108, is secretary-treasurer. Arthur J. O'Neill is president of Local No. 108, Wheeler is secretary-treasurer, and E. Francis Larham is business manager.

Certified Reports Holds Boston Meet

BOSTON, Oct. 7.—The streamlining of theatre reporting procedure is the principal subject being discussed at a regional meeting of field managers of Certified Reports, Inc., now being held at the Sheraton-Plaza Hotel here under the chairmanship of Jack H. Levin, president. George O'Heron is the New England division director.

Honor Hy Levine On 75th Birthday

HARTFORD, Oct. 7.—Hy Levine, veteran Connecticut film distributor, was honored tonight on the occasion of his 75th birthday at a dinner-dance sponsored by the Variety Club of Connecticut, Tent No. 31, and the industry of New England. Several hundred persons were in attendance.

Jack Ellis Acquires Five New Pictures

Jack Ellis, of Ellis Films, has acquired the following five new films for U. S. distribution: "So Little Time," a MacDonald Pictures production; "The Ringer," "Broken Horseshoe," "Murder at 3:00 A.M." and "There Was a Young Lady."

Mary McCaffery Services

The funeral of Mary McCaffery, former talent assistant for RKO Radio, who died Monday, will be held tomorrow morning. A Solemn Requiem Mass will be sung at the Church of St. Simon Stock. Interment will be in St. Raymond's Cemetery.

Brown to Continue to Represent Pioneers

Harry Joe Brown will continue to function as West Coast representative of the Motion Picture Pioneers and the Foundation of Motion Picture Pioneers, it was disclosed here by Jack Cohn, president of the two organizations.

Brown, as in previous years, will handle all details concerning the organizations on the Coast, reporting directly to Harry J. Takiff and Marvin Kirsch, administrative executives of the Pioneers in New York.

MGM Productions

(*Continued from page* 1)

productions, about 20 more will go before the cameras and be completed in the fiscal year ending in Aug., 1954. These productions will be selected from 27 stories which have been purchased and prepared for production in script form.

Several of the productions will be made in CinemaScope, some in three-dimensions, and all will be photographed for the M-G-M wide-screen. All will be made with Stereophonic sound and most will be in color.

As announced earlier this week, a new "big-scale production" of "Ben Hur" heads the list of M-G-M pictures for 1954. It is expected that this will be made in CinemaScope, as well as wide-screen.

Other new properties listed by Schary are:

"The True and the Brave," starring Clark Gable, Lana Turner and Victor Mature; "Panther Squadron 8," starring Van Johnson, Dewey Martin, Walter Pidgeon and Louis Calhern; "Bad Day at Black Rock," starring Spencer Tracy, by Charles Schnee, directed by Richard Brooks; "Valley of the Kings," Robert Taylor, Eleanor Parker, Carlos Thompson and Kurt Kasznar; "Brigadoon," Gene Kelly and Cyd Charisse; "The Student Prince," Ann Blyth and Edmund Purdom; "7 Brides for 7 Brothers," Jane Powell, Howard Keel, Jeff Richards and Russ Tamblyn; "Beau Brummell" (England), Stewart Granger, Elizabeth Taylor and Peter Ustinov; "Deep in My Heart," Jose Ferrer; "The Glass Slipper," Leslie Caron; "Moonfleet," Stewart Granger; "King's Thief," stars to be announced; "Green Fire," Clark Gable and Eleanor Parker.

Also, "Scarlet Coat," starring Robert Taylor and Michael Wilding; "My Most Intimate Friend," Lana Turner and Ava Gardner; "Athena," Esther Williams, Janet Leigh and Debbie Reynolds; "Quentin Durward" (England), stars to be announced; "Love Me or Leave Me," Jane Powell; "St. Louis Woman," Ava Gardner, Gene Kelly and Frank Sinatra; "Galveston Flood," stars to be announced; "Many Rivers to Cross," Robert Taylor and Eleanor Parker; "French Quarter," Fred Astaire and Dolores Gray; "Hit the Deck," Jane Powell, Debbie Reynolds and Vic Damone; "One More Time," Eleanor Parker; "The Paris Story," Ava Gardner, and "Montmartre," starring Leslie Caron, Cyd Charisse and Pier Angeli.

Porter Hall Dead

HOLLYWOOD, Oct. 7.—Funeral services will be held tomorrow afternoon, at the Hollywood Presbyterian Church, for Porter Hall, 65, who died Tuesday, following a heart attack. The distinguished character actor is survived by his widow and a daughter.

SMPTE Agrees

(*Continued from page* 1)

met in the afternoon to act on what the SMPTE believed to be a "serious" situation. Representing 20th Century-Fox at the meeting was Earl I. Sponable, research director and key figure in the development of the composite four-track sound system utilized by 20th-Fox.

The working standards adopted at yesterday's meeting will be incorporated in a series of test films which will be forwarded to equipment manufacturing firms and theatre servicing organizations. The test films, which will be made under the auspices of the SMPTE, should be ready in about 30 days, it was estimated by Hilliard.

There will be eight sets of test films made, Hilliard stated, each set measuring the adequacy of another phase of the equipment and installation. The principal sets, he explained, will measure the sound balance of the individual leading speakers so that a true over-all stereophonic effect is obtained and will determine the overall performance in frequency range.

Hilliard pointed out that the adoption of working standards will allow equipment designers and installers to proceed at an accelerated rate for CinemaScope type sound, adding that many theatres throughout the world are now planning to exhibit CinemaScope productions.

The principal individual speakers in the four-track sound system, he stated, are the three behind the screen.

AT&T Executive Speaks

Addressing the convention on networks for theatre television, F. A. Cowan, of the American Telephone and Telegraph Co., pointed out the desirability of obtaining A. T. & T. long-line facilities on a regular use basis, rather than on an occasional use basis, the current practice. He also said that A. T. & T. will be able to furnish greater band widths for theatre TV if they are required. Cowan added that A. T. & T. was preparing for color TV for theatres, too. In response to a question, he said he saw no likelihood of A. T. & T. reducing its line and local loop charges.

The semi-annual banquet and dance was held at the same hotel last night.

The more than 400 guests at the banquet witnessed the awarding of the 15 annual SMPTE fellowships, which went to Merle H. Chamberlin, LeRoy M. Dearing, Russel O. Drew, Carlos H. Elmer, Frank N. Gillette, Gerald G. Graham, Sol Halprin, A. V. Loughren, Ralph E. Lovell, Arthur J. Miller, John V. Servies, Kenneth Shaftan, T. G. Veal, Charles L. Townsend and Raymond J. Spottiswoode, the latter of England.

WB Re-signs Walsh To Long-Term Pact

HOLLYWOOD, Oct. 7.—Raoul Walsh has been signed by Warner Brothers to a new long-term exclusive directorial contract. Jack L. Warner stated that Walsh's first assignment under the new contract will be direction of the as yet untitled picture on the life of Gen. George S. Patton.

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WB

Wilschke

(*Continued from page* 1)

and reported that Altec in its service operations has not yet encountered any difficulties in theatres showing the four-track sound and picture on the single film.

Wilschke endeavored to calm exhibitor worries about supply of new equipment for the technical innovations, pointing out to them that even if equipment for all processes was available for every theatre now, they still would lack sufficient product with which to use it. Installations over the next year will meet the requirements of many theatres, he estimated. Meanwhile, Wilschke advised, "study your own situation, estimate your product available, and then investigate the sound processes now on the market carefully and with an eye to the future."

"If the new type of product won't be available to you for four months," Wilschke pointed out, "you don't need that equipment today."

L. D. Netter Heard

Appearing with Wilschke was L. D. Netter, Jr., Altec sales manager. The two described the background, components and functions of the new processes and techniques introduced recently, reminding that the essentials of few of them are new. Nevertheless, it was stated, the present period is unlike the introduction of sound, because sound had experimentation and tests over a period of years before it was widely adopted, whereas the present new techniques, although known for some time, have not had the benefit of complete testing yet.

Wilschke expressed optimism for the future of 3-D, expressing the opinion that poor presentation has largely been responsible for its current setback. He believes that improvements now on the market and to come can correct the situation.

Although conceding that some of the new equipment put on the market was inadequate, due, he said, to the overnight demand and the unpreparedness of manufacturers, Wilschke had good words for the latter. "They have done a good job in meeting that big, simultaneous demand," he said, "I can't follow some exhibitors in thinking that it was a poor job."

He said that what is called "confusion" in the industry's current situation is merely many competent technicians working "feverishly to improve or to bring in something new."

Reynolds Has Plans For Sovereign Firm

HOLLYWOOD, Oct. 7.—First production schedule announcement for the newly reorganized Sovereign Productions was made here by Stuart Reynolds, president and executive producer, who stated that with top budgets and box-office casts, the production parade under the supervision of Edward Gray and Rudolph Monter, will be led off with "Eye of the Beholder," starring Richard Conte.

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Allied Resolutions

(*Continued from page* 1)

only that "we might go along with such an arbitration plan."

Arbitration, as a matter of fact, was the least mentioned subject at the entire three-day convention. If there is any interest in it among convention delegates, it failed to mainfest itself when the board's resolution was put to a vote. There was no discussion or debate on it from the floor and it was adopted wholly without comment from the chair.

An observer here cannot escape the conviction that, if industry arbitration is dependent upon Allied's participation, then there will be no industry arbitration High and low in Allied ranks look upon it as no solution to the problems which concern them.

Introduced by Samuelson

The resolution calling for standardization of screen and sound systems was offered by Sidney Samuelson, president of Eastern Pennsylvania Allied, and is the same as that adopted last month by the board of that organization. It calls for the adoption of the 2-to-1 ratio for all wide screens, including CinemaScope, which has a 2.55 to 1 ratio, as the most desirable for all theatres, including drive-ins. It also calls for standardization of stereo sound systems and authorizes the Allied board to take such action as may be required to further the purposes of the resolution.

The resolution on clearances for subsequent runs was directed at the problem of availabilities for small theatres, as affected by extended runs in prior theatres. It asks that in order to eliminate the delayed availabilities complained of, distributors compute the clearance "to which a subsequent run theatre is subjected," from the end of the first week of an engagement of any picture in the prior run theatre, if one week is the usual length of a run therein, or from the end of whatever period may be the usual length of such a prior engagement, and not from the completion of an engagement which extends beyond the traditional length of a run in the prior theatre.

The resolution concerning CinemaScope began by expressing the convention's thanks to Spyros Skouras, president of 20th-Fox, who appeared before yesterday's session here to answer questions concerning the company's process. It states that "we are encouraged" by Skouras's offer to test "The Robe" in a number of typical theatres using only the single track sound and asks that such tests be made "as quickly as possible" and that the results thereof be communicated to the trade.

The resolution urges 20th-Fox to test different screen installations than those presently approved by it "with a view to lifting the ban on such installations of compatible with accepted standards of exhibition" in order to encourage a wider market in the needed equipment and supplies.

The resolution also asks 20th-Fox to consider releasing its productions on conventional film to drive-ins and theatres which cannot be converted to CinemaScope "on terms and conditions that will reasonably protect the theatres that play such productions in CinemaScope," rather than reserve such prints for non-theatrical purposes "harmful to the motion picture business."

It closes by asking for the production and release by 20th-Fox of a substantial number of conventional films during the period of transition to CinemaScope "to relieve the serious film shortage resulting from 20th-Fox's decision to produce pictures only in CinemaScope."

Convention resolutions were presented by Leon Back of Baltimore. All were adopted unanimously. Among them was one adopted earlier by the Allied board decrying criticism of Allied's chairman and general counsel, Abram F. Myers, for his alleged part in Allied's rejection last year of the proposed industry arbitration plan. The resolution, reported earlier in MOTION PICTURE DAILY, exonerates Myers and states that Allied's arbitration action was approved by the board and its members in convention.

Several Others Adopted

Other resolutions adopted expressed the convention's thanks to New England Allied and its convention officials as hosts to this year's gathering; to Col. H. A. Cole of Allied for his services to the industry tax repeal campaign, as co-chairman, and included Allied's pledge to support the new tax repeal campaign; to Trueman Rembusch for his services as Allied's representative on the governing triumvirate of the Council of Motion Picture Organizations, for his work on the last tax repeal campaign and for his keynote address at the convention here; to Rube Shor of West Virginia Allied for his presentation before the Senate Small Business Committee of his advanced admission price case in connection with the licensing of Walt Disney's "Peter Pan," which presentation, the resolution said, "so completely exposed the illegality of the practice employed that it is unlikely it will ever again be resorted to."

The convention also adopted a resolution thanking Wilbur Snaper, Allied president, for his contributions to Allied and for conducting the convention sessions here.

A report on theatre fire insurance rates was presented to the convention by Irving Isaacs of New England Allied, who has headed a regional committee here engaged in a study which tends to show that theatre fire rates have not declined in the past 20 years despite the conversion to acetate film and the adoption of other fire prevention precautions.

The report asked for the cooperation of all Allied units in obtaining data on a national scale designed to strengthen the case for reductions in the theatre rates. The convention approved the report and authorized appointment of a committee to direct the work of compiling the needed data.

Canada Imports Rise In First Half of '53

OTTAWA, Oct. 7.—Film imports to Canada in the first half of 1953 increased to $3,942,000, compared with $3,129,000 for the same period of 1952. The total for June was $617,000, up from $565,000 for the same month of last year.

Stock-Buying

(*Continued from poge* 1)

stockholders' meetings with a view to influencing company policies and promoting a better understanding of their problems.

No chairman of the committee was designated. The group will study the proposal, first advanced here in the convention keynote address of Trueman Rembusch of Franklin, Ind. When their study has been completed they will report back to the Allied board with recommendations, probably at the winter meeting in Cincinnati in February.

Snaper told the convention at its close today that Allied "intends to pursue this project vigorously. There has been much discussion of it already."

TOA Bids

(*Continued from page* 1)

for the convention were heavy and indications were that it would be the largest and most important in industry history. TOA, he said, plans to give emphasis, "as never before," to showmanship and glamor.

Industry Leaders Invited

Among industry leaders invited are: Robert M. Savini, Astor; Lowell Thomas, Cinerama; Harry Cohn and Abe Montague, Columbia; Roy Disney, Disney Productions; Samuel Goldwyn and Robert Mochrie, Goldwyn Productions; Bernard Jacon, I. F. E.; Robert L. Lippert and Arthur A. Greenblatt, Lippert Pictures; Nicholas M. Schenck and Charles M. Reagan, Loew's; Steve Broidy and Maurice Goldstein, Allied Artists; Herman Robbins and George F. Dembow, National Screen.

Also, Barney Balaban and A. W. Schwalberg, Paramount; James R. Grainger and Charles Boasberg, RKO Pictures; Jack Broder, Realart; Herbert J. Yates and C. Bruce Newbery, Republic; Spyros P. Skouras, Al Lichtman, and William C. Gehring, 20th Century-Fox; William J. Heineman and Bernard G. Kranze, United Artists; Alfred E. Daff and Charles J. Feldman, Universal; Harry M. Warner and Ben Kalmenson, Warner Brothers.

20th Sales Meet

(*Continued from poge* 1)

home office sales staff. It will be the first general meeting of sales heads of the company since the advent of CinemaScope.

CinemaScope productions to be covered in the discussions are "The Robe," "How to Marry a Millionaire," "Beneath the Twelve-Mile Reef," "Prince Valiant" and "Hell and High Water."

Lichtman to Preside

Al Lichtman, director of distribution, will preside at the sessions. President Spyros P. Skouras will address the sales representatives this morning. Others who will join Lichtman in the discussions will be W. C. Gehring, executive assistant general sales manager; Edwin W. Aaron, Western sales manager, and Arthur Silverstone, Eastern and Canadian sales manager.

Tomorrow, Charles Einfeld, vice-president, will detail advertising and other promotion plans to pre-sell the attractions.

Ohio, Indiana Allied Appointed Exclusive Agents for BOT

BOSTON, Oct. 7.—William Carroll, executive secretary of Allied Theatre Owners of Indiana, and Robert Wile, executive secretary of Independent Theatre Owners of Ohio, concluded at the Allied States national convention here agreements with William Rosensohn, vice-president of Box-Office Television, Inc., under which the two Allied organizations will be exclusive agents in their states for sponsorship of BOT's theatre television setup.

BOT plans to furnish TV theatre projectors on a per-use rental basis, sharing 50-50 in receipts from a minimum of 20 theatre TV programs promised for next year.

For large theatres, RCA TV projectors will be available. Exhibitors will be required to pay the estimated $3,000 installation charges, plus $100 per use for the first 20 uses. Smaller theatres will be equipped with a Snaider portable TV projector and will pay no installation fee, and $50 for each of the first 30 uses.

Allied units in Ohio and Indiana claim as members 75 to 80 per cent of the theatres in those states. It is the intention to offer the deal only to Allied members.

Asks Theatres to Aid In Promoting U.N.

BOSTON, Oct. 7.—American theatre owners were asked tonight by Ambassador James J. Wadsworth, Deputy U. S. Representative to the United Nations, to aid in world peace goals by giving screen time to the U. N. films.

Speaking at the annual banquet which closed Allied States' national convention here tonight, Wadsworth described some of the goals of U. N. and the work it is doing around the world and related how the American exhibitor could give valuable assistance to both.

"I agree that the primary business of motion pictures is entertainment. But entertainment can also be instructive," Wadsworth said. In helping tell the U. N. story you can give your audience both, without boring them or driving them away from your doors. A number of you do show them but we need more of you to help us reach the millions with the U. N.'s stories."

Theatre TV

(*Continued from page* 1)

the recent Federal Communications Commission's hearings in regard to theatre TV allocations. Concrete plans resulting from the FCC decision will be laid, he said.

In June, the FCC ruled that common carriers transmitting only theatre television programs should be permitted to use the frequencies currently allocated to other common carriers.

At that time the FCC said that in passing upon the applications for special theatre television common carriers, it would consider, among other points, whether the limited use proposed constitutes an efficient, economical and otherwise sound utilization of radio frequencies; whether service on such a limited basis to users will be adequate, efficient and rendered at a reasonable cost; public need and demand for the service, and whether existing radio and wire facilities are adequate to meet the public demand.

Interest in Equipment

(*Continued from page* 1)

told the Allied convention that the consensus was that 3-D has about worn out its novelty in the East and Midwest, but still offers a plus attraction in most parts of the South. Producers of 3-D films, he said, had better turn out something good if the fortunes of the 3-D youngster are not to be permanently wasted.

The clinic showed, Berenson said, that many exhibitors "wasted" money by surrendering to salesmen's persuasions and buying unneeded new generators, rectifiers and other items when installing 3-D, when the equipment they had would have sufficed. He advised exhibitors to proceed with caution in this field in the future.

He described the situation pertaining to screens as "confused" and urged 20th Century-Fox not to seek changes in CinemaScope which could render present equipment obsolete. His clinic, Berenson said, favored a variety of techniques for the theatre but felt that within that variety, there is room for standardization of some essentials.

Irving Dollinger of New Jersey, reporting on small city first runs, said that clinic was an exception and showed most concern for film prices. Its conclusions were that bidding should be permitted only when instituted by the exhibitor and that, where bidding does exist, exhibitors will do better if they refrain from it and split the product with their competitor instead. Bids, he said, should be available for inspection by all parties for 30 days after their submission, in the opinion of his clinic. The product shortage will become more serious, Dollinger's report predicted, pointing to the increasing length of first runs in large cities as an example, in addition to the reduction of film production schedules.

Likes 'Pittsburgh Plan'

Where the pinch already is felt, his clinic recommends the Pittsburgh plan under which all theatres in a specific "break" area get together and offer a territorial "first run" with cooperative advertising and other factors, for a specific picture. This has worked out to the advantage of both exhibitors and distributors, Dollinger reported, with both doing better than they would have normally. His clinic was convinced, Dollinger said, that "there is no such thing as a national sales policy."

Julian Rifkin reported on drive-in clinics, revealing that there, too, equipment problems were in the forefront. Experiments with wide screens in drive-ins, he said, showed screens with wings added were not successful, but an experiment in Kansas City resulted in success for a 30-foot screen. Partial success for 3-D in drive-ins was reported, but some also said they had removed their 3-D equipment. A new seamless screen is on the way, Rifkin said, and may be of value. He cautioned drive-in operators to go slow on investments in equipment in new processes.

He reported varied experiences of drive-ins with competitive bidding, some favoring it, others opposed. Efforts to get advanced runs for drive-ins, he said, are not worthwhile at the great increase in film rentals at which most are obtained.

Rifkin ended his report on one of the few prosperity notes heard at this convention. In the drive-in clinics, he said, "there was not much wailing or complaining. Business has been good."

Nathan Yamins brought in the large city first run clinic report which, he said, found competitive bidding "not on the level; crooked, in fact." He said that exhibitors are told what their competitor bid, what offer will obtain a picture and that all bids are rejected sometimes and exhibitors told what they should bid the next time. His clinic, too, came up with the conclusion that bidding should be used only at the instigation of exhibitors and that "if you have it, get rid of it—split the product rather than bid."

He warned exhibitors to stay away from high percentage deals, citing terms on a number of popular pictures and asserting that they were changed when exhibitors were prepared to make deals. Yamins said still more important than any of the new processes to the exhibitor is what he's paying for film.

Leo Wolcott, of Iowa-Nebraska Allied, reported on the small town clinics. He also warned against competitive bidding and recommended splitting the product, instead. He said small town experience with 3-D has not been good to date, blaming poor product, high terms and bad presentation. However, he reported considerable interest by the clinic in the Nord single strip process and promised 3-D processes not requiring the use of viewers. He said there was considerable interest also in wide-screen in the small towns and recommended proper presentation methods, employing standard width subjects for contrast.

Says 'Class' Audience Hurts

His clinic brought in complaints against high terms, long clearances and the tendency of current films to attract a "class" audience that poses a problem for small town theatres. Those theatres, he said, had a business upturn early last summer but it lasted only until major network TV programs returned to the air.

Wolcott said the small town showman needs tax relief, good product at fair, flat rentals, decent playdates and new technical processes within their dollar limit. On the other hand, he urged the exhibitor to better showmanship, better programming and better operation of his theatre. He called upon other exhibitors to join with Allied members in helping to achieve those aims.

Arnall on Coast

HOLLYWOOD, Oct. 7.—Ellis G. Arnall, president of the Society of Independent Motion Picture Producers, has arrived here for conferences preparatory to meetings planned for the week-end or early next week.

No CinemaScope or 3-D for Republic Now, Says Yates

BOSTON, Oct. 7.—Republic has no plans at this time to produce 3-D or CinemaScope films, H. J. Yates, president, told Allied States board of directors in a wire responding to a query, put to all companies, as to whether single sound track film prints of productions made in the CinemaScope process would be made available to exhibitors.

Yates said that Republic plans to produce for standard and wide screens, using one sound track, to provide exhibitors with pictures which can be played "without the installation of costly equipment which may become obsolete." He cited Republic's "The Quiet Man" and Columbia's "From Here to Eternity" as examples that the new techniques are not essential to big-grossing pictures.

In another reply received to the Allied board's query today, Charles M. Reagan, general sales manager of Loew's, stated that his company had not yet decided on a release policy for the two CinemaScope productions on its schedule, the first not being set for release until December.

Replies from other companies were received and reported earlier.

Allied Members See Polaroid 'Sync' Unit

BOSTON, Oct. 7.—An actual theatre demonstration of the special 3-D synchronization and control devices that Polaroid Corp. is making available to U. S. theatres in its half-million-dollar "Technical Service Program," was a highlight today of the Allied States convention here.

Held at the University Theatre in Cambridge, under the direction of L. W. Chubb, engineer of the Polaroid Corp., the special screening demonstrated to more than 100 convention delegates how "sync" errors in 3-D projection can be almost immediately detected and corrected with the Polaroid 3-D "sync" monitor and control which together permit projectionists to correct mis-synchronizations down to 1/10 frame by the turn of a knob. A series of actual monitors, mounted at the rear of the orchestra, permitted members of the audience to see for themselves how the unit works, and an animated display of the 3-D "sync" control was on exhibit in the lobby.

Polaroid announced earlier this week that the 3-D "sync" unit, together with a special 3-D filter kit, would be distributed without charge to theatres using Polaroid viewers, and to other houses equipped for 3-D at the less-than-cost price of $95 for the complete "package." At the conclusion of the demonstration Jackson Turner, 3-D Viewer sales manager, announced that within 10 days a mailing piece would go out to exhibitors outlining the details of the program.



"Now will you tell everyone we're SENSATIONAL in

'MARRY ME AGAIN'



everyone at the Seattle World Premiere said it!"

SEATTLE POST-INTELLIGENCER RAVES:

"New comedy smash hit at Orpheum! ...Marry Me Again drew more laughs than any other comedy of recent memory!...It's fortunate in having two stars who know the fun-making business thoroughly!...Marie Wilson wins favor before large and laughing audiences!...The house was packed and the applause terrific!"...**AND THE BUSINESS EVEN TOPPED THE RAVES!**

Marie Wilson & Robert Cummings

in

'MARRY ME AGAIN'

with RAY WALKER • MARY COSTA • JESS BARKER

Produced by ALEX GOTTLIEB • Written and Directed by FRANK TASHLIN

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R K
RADI
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FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 74. NO. 71 NEW YORK, U. S. A., FRIDAY, OCTOBER 9, 1953 TEN CENTS

SMPTE Report

3-D's Seen for 70% of Larger U.S. Theatres

SMPTE Samples Views, Sizes in U. S. Survey

By MURRAY HOROWITZ

Over 70 per cent of the theatres in the U. S., seating 500 and more, either have converted or plan to convert to 3-D and wide screen projection by the end of 1953, according to a report which will be made today to the convention here of the Society of Motion Picture and Television Engineers.



Ben Schlanger

The report, based on a SMPTE sampling, will be made by Ben Schlanger, chairman of the Society's theatre engineering committee.

(*Continued on page 6*)

Sharp Rise in US Tax Income

WASHINGTON, Oct. 8.—General admission tax collections in July, reflecting June box-office business, were the highest for any 1953 month reported so far, according to the Internal Revenue Service.

It put July collections at $28,152,118, up sharply from June collections

(*Continued on page 6*)

Para. Sales Meet To Open Monday

Paramount will open a full week of sales meetings here on Monday, with division managers and home office sales staffs attending. Current product and promotional plans will be analyzed. A. W. Schwalberg, president of Paramount film Distributing Corp., will preside. Schwalberg and E. K. (Ted) O'Shea, vice-president, will deliver addresses on Monday.

Challenge of CinemaScope 'Life or Death': Skouras

The challenge of CinemaScope was one of "life or death," Spyros P. Skouras, president of 20th Century-Fox, told the company's sales convention here yesterday at the Park-Sheraton Hotel. Company executives knew that 20th-Fox was staking its existence and its future on its belief in CinemaScope, he said, committing an investment of more than $10,000,000 to meet the emergency, "in spite of the desperate state of the business, in order that screen lens and sound equipment could be provided to theatres in a miraculously short time."



Spyros Skouras

Skouras stated that in his opinion, "in all the history of this industry, no distribution department of any company has ever rallied with such determination or has achieved so much as our own has in this tribute to a great man in our business. Within a very short time, you men of distribution have achieved a feat which

(*Continued on page 6*)

New Type Print Developed By Technicolor

Development of a new and improved Technicolor dye transfer color release print which is said to have greatly increased definition and smoothness was revealed yesterday by Dr. Herbert T. Kalmus, president of Technicolor. Kalmus said that on all screens, particularly on large screens, the prints made by the new Technicolor process showed greatly improved color quality.



Herbert Kalmus

It was explained that the initial photography employs single strip

(*Continued on page 4*)

Banquet Closes Meet Of Famous Players

TORONTO, Oct. 8.—The four-day eastern conference of Famous Players Canadian Corp. at the King Edward Hotel here concluded last night with a banquet for upward of 200 managers, partners, executives and special guests. The chairman was Morris Stein, eastern division manager.

Final emphasis was given to the

(*Continued on page 6*)

Delay Launching of Fight TV Series

The projected weekly series of fight telecasts will begin Nov. 17 instead of Oct. 27 as originally scheduled, it was disclosed here yesterday by Leo Rosen, formerly in charge of operations for Theatre Television Associates, a subsidiary of Cappel-MacDonald.

The new launching date was an-

(*Continued on page 6*)

UA Will Handle AA Films in Australia

United Artists will distribute Allied Artists product in Australia, according to a joint announcement made by Arnold M. Picker, vice-president of U.A. in charge of foreign distribution, and Norton V. Ritchey, president of A.A.'s foreign subsidiary.

Details of the agreement, which is effective immediately, were worked out in Sydney by Ron Michaels, U.A.'s managing director in Australia, and William Osborne, A.A.'s representative in the territory.

A contract has already been negotiated with the Hoyts circuit, which will showcase the entire program of Allied Artists pictures in all of its theatres.

Johnston Says U. S. Economy A Model

BIRMINGHAM, Ala., Oct. 8.—America's economy is a working model by which "we can demonstrate to other peoples the advantages which are potentially theirs," Eric Johnston, president of the Motion Picture Association of America, said here tonight in an address before the "Birmingham

(*Continued on page 4*)

Product Listed

Sixteen 'Scope Films By End Of Next Year

Lichtman Gives Lineup At Sales Meeting Here

Sixteen CinemaScope productions, 10 to be made by Panoramic Productions and other independently-made films will be released by 20th Century-Fox between this month and the end of next year, Al Lichtman, director of distribution, said yesterday at the opening session of a two-day national sales meeting here at the Park Sheraton Hotel.



Al Lichtman

Lichtman asserted that the calibre of pictures scheduled for release in the coming months "will see

(*Continued on page 6*)

'Stereo' Sound In 1,000 by Jan.

More than 1,000 theatres in the United States will be equipped with the single-film stereophonic sound system by the end of 1953, Al Lichtman, director of distribution, told sales executives of the company yesterday at a sales meeting here.

The output of new sound heads,

(*Continued on page 6*)

Fox West Coast Unit Compresses Districts

LOS ANGELES, Oct. 8.—Realignment of Fox West Coast Theatres' districts to bring administration into line with present booking problems was announced here by general manager George Bowser. He said consolidating five districts into three will enable each district manager to handle theatres having comparable booking and operational conditions with which to contend.

Personal Mention

EDWARD L. WALTON, executive assistant to J. R. GRAINGER, president of RKO Radio, will leave here Monday for Charlotte, Atlanta and Jacksonville.

•

RUBE JACKTER, Columbia Pictures assistant sales manager, and MRS. JACKTER, have returned to New York from Europe.

•

DORE SCHARY, M-G-M studio production head, will leave New York tomorrow for Hollywood.

•

LEE KOKEN, RKO Theatres vending head, will leave New York over the weekend for Chicago.

•

DAN S. TERRELL, M-G-M publicity manager, yesterday celebrated his 18th wedding anniversary.

Legion Qualifies 'A' Listing for 'Robe'

The national Legion of Decency, in placing "The Robe" in Class A in its current listing, stated, "While this film deals with incidents of Sacred history in a reverent and inspirational manner, it is to be noted that it is a fictional narrative and contains variances from, and omissions of, Scriptural and historical accuracy."

In the same listing the Legion placed ten other films in Class A and four in Class B.

In Class A, Section 1, in addition to "The Robe," are "The Village" and "Titfield Thunderbolt." Eight films in Class A, Section 2, are "Blowing Wild," "Botany Bay," "Cinque Poveri in Automobile," "Ettore Fieramosca," "The Moonlighter," "Prisoners of the Casbah," "Torch Song" and "Wings of the Hawk."

In Class B are "Decameron Nights," "Fiamma Sulla Laguna," "Mogambo" and "Paris Model."

Merchants Reopen Walnut (Ill.) House

CHICAGO, Oct. 8.—The Walnut Theatre, Walnut, Ill., is reopening on a part-time basis, and will run Sundays, Mondays, Wednesdays, and Saturdays, with local merchants, who are backing the theatre on a cooperative basis, underwriting a free show every Wednesday to lure shoppers into town. The son of the local newspaper publisher and the theatre projectionist will be co-managers of the house for the merchants group.

Ben Eisenberg, former branch manager of Monogram's Chicago office and a veteran exhibitor, is reopening the Royal Theatre, Chicago, closed since early spring, tomorrow.

No Paper Monday

MOTION PICTURE DAILY will not be published on Monday, Columbus Day, a legal holiday.

150 Register Early for TOA Meet; Wallerstein Sees A Record Turnout

CHICAGO, Oct. 8.—Advance registration for the Theatre Owners of America convention at the Conrad Hilton Hotel here No. 1-5 already total 150 exhibitors and others associated with the industry, convention chairman David Wallerstein said today.

"Judging from past experience," he said, "this number registering so far in advance indicates a record attendance, greatest in TOA history. It also is indicative of the importance these leaders and top men from allied interests attach to this year's business meetings and trade show."

Wallerstein said that additional registrations were coming in daily from all parts of the country.

Goodlatte of ABC To Study New Media

D. J. Goodlatte, managing director of Associated British Cinemas, has arrived in New York from London to study various new media in exhibition.

Goodlatte said that he was not sure that the situation here was any clearer than it was in England but that, in effect, he wanted to compare the confusion. He will see "The Robe," "This Is Cinerama" and various 3-D pictures and processes. Goodlatte also will confer with Steve Broidy, president of Allied Artists. ABC holds the British franchise for AA product.

Goodlatte said he did not plan to go to Hollywood on this trip, but will confine his studies to developments in New York.

CinemaScope Shows For Foreign Lands

Far East demonstrations of CinemaScope will continue at a rapid pace, with 11 major city showings of the new photographic dimension process scheduled for later this month and next, 20th Century-Fox disclosed.

Installation of theatres with screens, stereophonic sound equipment and projection lenses is being accelerated for the immediate demonstrations of CinemaScope as well as the release of "The Robe" abroad around the end of the year.

Showings, to which government officials, prominent exhibitors and the press will be invited, are scheduled for Sydney, Melbourne, Auckland, Wellington, Tokyo, Manila, Bangkok, Singapore, Bombay, Johannesburg and Portuguese East Africa.

Meeting of MPEA Slated Here Today

A meeting of the Motion Picture Export Association will be held here today, presided over by MPEA president Eric Johnston, who is due in from Washington.

Meanwhile, it was indicated that Griffith Johnson, MPEA economist, might leave shortly for Paris to pave the way for the projected trip there of Johnston. The extension of the U.S.-Franco pact expires in November and, according to word from MPEA headquarters in Paris, the current status of negotiations is clouded by French efforts to cut the number of picture permits to U.S. companies, and other factors.

Screen Extras Guild Lists Pact Demands

HOLLYWOOD, Oct. 8.—A minimum annual wage, paid vacations, old age pension, and wage increases ranging between 10 and 15 per cent, are proposed by the Screen Extras Guild in representations made today to all motion picture producer associations, and to the Alliance of Television Film Producers. Proposals are provided for in a contract that runs to January, 1958. The Association of Motion Picture Producers, the Society of Independent Motion Picture Producers and the Independent Motion Picture Producers Association are the film organizations included in the proposals.

Order Foreclosure Against Roberts

HOLLYWOOD, Oct. 8.—Superior Judge Frank G. Swain today authorized the foreclosure of a chattel mortgage by Bank of America on "Force of Evil" and "Body and Soul," to satisfy indebtedness aggregating $215,030 on loans made to Roberts Productions, Inc., for their production.

The original loans, made in 1946 and 1948, exceeded $2,500,000. The jurist appointed a commissioner to auction the films.

SIMPP Meetings Set For Today, Monday

HOLLYWOOD, Oct. 8.—Ellis G. Arnall, president of the Society of Independent Motion Picture Producers, will meet with the executive committee tomorrow and with the full membership on Monday, reporting on results of a recent Anglo-American pact meeting in Washington. He will submit plans for operating the newly-formed Independent Motion Picture Export Association, Inc.

Republic's Altschuler To Tour Far East

Richard W. Altschuler, president of Republic Pictures International Corp., planed out of New York for Los Angeles last night on the first leg of a six-week tour of the company's Far Eastern branches.

Altschuler will confer with Republic president Herbert J. Yates at the studio in North Hollywood before flying to Tokyo. He subsequently will visit the Philippines, Hong Kong, Thailand, Malaya, Indonesia and Sydney, returning to New York on Nov. 20.

Levey Sets 'She Wolf' In Italian Tongue For Regular Runs

In a move that is said to be "revolutionary," Jules Levey plans to release "The She Wolf," produced in Italy by Ponti-de Laurentiis, in its Italian version for general distribution in this country. Despite the Italian dialogue, the action is such that it is easy for patrons who do not understand Italian to follow the story easily, Levey said here yesterday. He added that a novel innovation may be inserted to clarify some of the sequences, but that this would be held to a minimum.



Jules Levey

The decision to release the picture generally without dubbing or superimposed titles resulted from comments made by a few non-Italian speaking selected audiences following previews. It was found that there was little or no difficulty in getting the full meaning of the story, he said.

Levey stated that "The She Wolf" would be the first of several foreign pictures he will import which would permit general distribution in their original dialogue. Releasing arrangements for "The She Wolf" have not been set.

Nigel Bruce Dies

HOLLYWOOD, Oct. 8.—Nigel Bruce, 58, character actor perhaps best known for his portrayal of Dr. Watson in the Sherlock Holmes series which starred Basil Rathbone in the title role, died here today at his Beverly Hills home. He was stricken with a serious heart ailment early last August. Funeral services will be held Monday afternoon at Pierce Brothers chapel in Santa Monica. His widow survives.

NEW YORK THEATRES

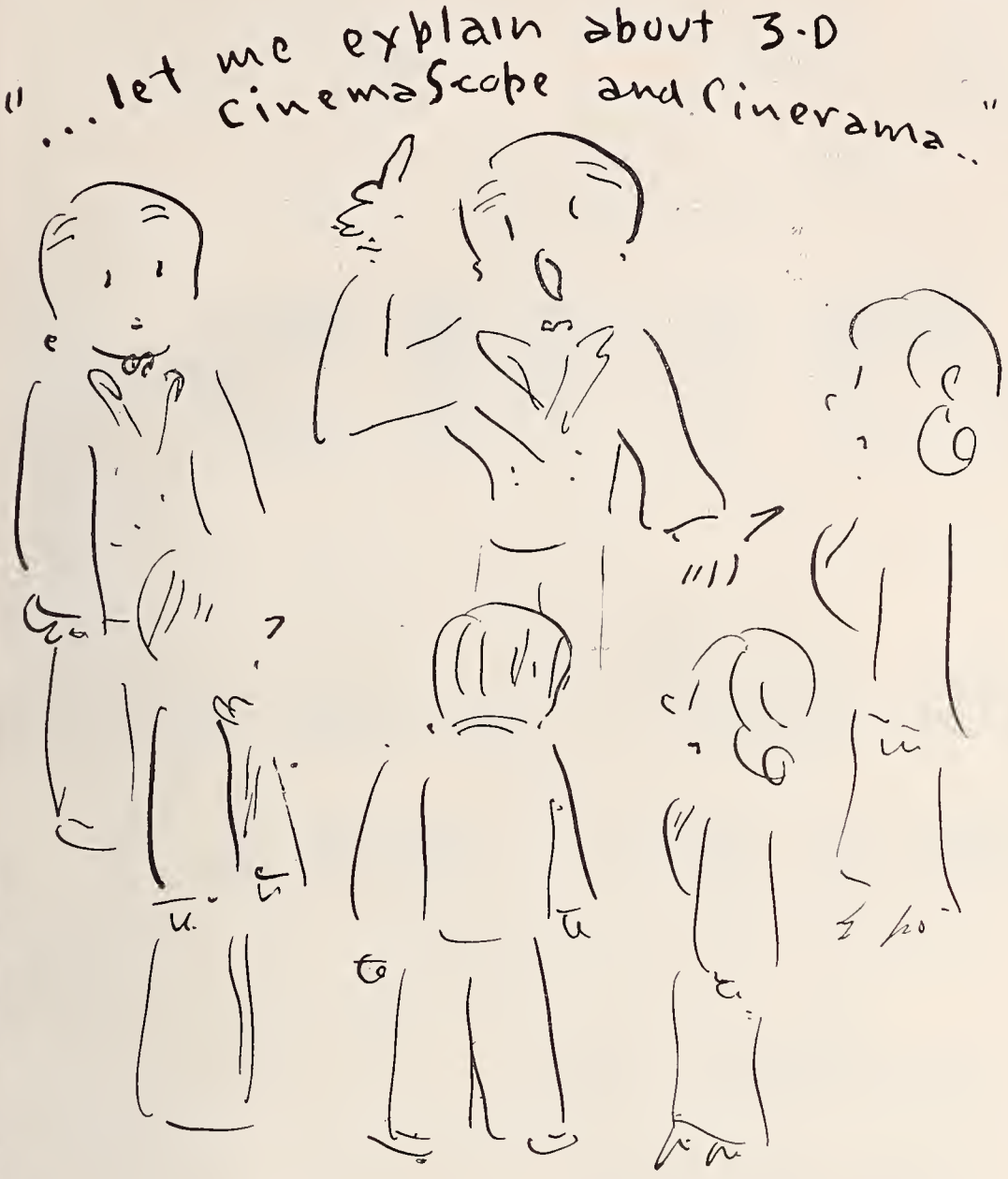
RADIO CITY MUSIC HALL
Rockefeller Center

"MOGAMBO"
starring
CLARK GABLE • AVA GARDNER
color by TECHNICOLOR — An M-G-M Picture
and SPECTACULAR STAGE PRESENTATION

GARY COOPER · BARBARA STANWYCK
BLOWING WILD
WITH WARNERPHONIC SOUND
CO-STARRING RUTH ROMAN · ANTHONY QUINN
PARAMOUNT TIMES SQUARE
In Person
LOUIS ARMSTRONG AND HIS ALL STARS
JAY LAWRENCE · THE DUNHILLS
EXTRA LES BAXTER AND HIS ORCHESTRA
Midnight Feature

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Decision Is Reserved In RKO Radio Suit Of 2 Stockholders

New York Supreme Court Justice Samuel DiFalco yesterday reserved decision in minority stockholders' suit against RKO Pictures and the company's cross-motion to dismiss or abate the suit.

RKO's position was supported by affidavits submitted in behalf of Samuel Goldwyn Productions and Walt Disney Productions, which distribute through RKO. The two independent producers, commenting on the bid by the two minority stockholders to put the company into receivership, said that if such an eventuality occurred they would cancel their distribution arrangements with RKO. RKO was also supported by a representative of the Atlas Corp., which holds a stock interest in the company.

RKO, which pointed out that it is now operating at a profit, charged that the suit represents a waste of corporate assets due to the time, effort and legal expenses involved in answering the suit. RKO contended that a similar suit is now pending in Nevada courts.

British Product Is Blocked in Mexico

MEXICO CITY, Oct. 8. — Exhibition of British pictures in Mexico has been halted because great Britain is not disposed to make the reciprocal film screening pact that Mexico demands. Britain, explained a spokesman for the British Embassy here, does not consider that pact necessary, holding that any really good picture can be successfully played in England without any pressuring. The Embassy, though, refuses to talk officially about the case. The spokesman stressed that really good Mexican pictures always do well in Britain. He cited the recent case of "The Forgotten" as an example. That picture broke all records for the theatre that played it, it was said. British exhibitors are still free to play Mexican pictures, their sole rule being that they will only book films that they consider good. He indicated that British producers recognize that criterion in doing business with Mexico.

The Mexican ban irks distributors of British pictures here. The ban blocks exhibition of six new British films.

Columbia Dividends In Cash and Stock

HOLLYWOOD, Oct. 8.—Directors of Columbia Pictures today declared a dividend of 25 cents on the common stock, including voting trust certificates, payable Nov. 5 to stockholders of record on Oct. 22.

Also declared was a 2½ per cent stock dividend on the common and on voting trust certificates, payable in common on Dec. 7 to stockholders of record on Oct. 23. Cash will be paid where fractional shares are held.

London 'Murder' Opens

"Murder on Monday," produced by London Films, and based on a play by R. C. Sherriff, had its American premiere this week at the Plaza Theatre here, released in this country by Arthur Mayer-Edward Kingsley, Inc.

Industry Observance Of Columbus Day

Columbus Day, Monday, will be observed by most of the major companies here. M-G-M, RKO Radio and 20th Century-Fox will close for the day, while half-holidays will be given employes of Columbia, Paramount, United Artists, Universal, Republic, Warner and the MPAA. The plans of Monogram have not yet been determined.

'Desert' Debut to Aid Damon Runyon Fund

The Damon Runyon Memorial Fund will sponsor the world premiere of "The Living Desert," Walt Disney's first full-length True-Life Adventure, which will be held at the Sutton Theatre here in November, the exact date to be determined.

The entire proceeds of the opening night event will be turned over to a hospital in New York to be designated by the administrators of the Runyon Fund.

'The Robe' in Seattle Sets 1st-Week Mark

SEATTLE, Oct. 8.—An all-time first-week record for films in this city has been set by "The Robe." Following an opening-night premiere gross of $4,000 at the 5th Avenue Theatre, the first seven days brought in $45,000 on a continuous, non-reserved-seat basis.

The 5th Avenue made the change-over to CinemaScope for about $35,000.

'Robe' a Sellout at New Orleans Debut

NEW ORLEANS, Oct. 8.—The Saenger Theatre, seating over 3,000 persons, played to capacity last night at the mid-South premiere of "The Robe."

The opening followed dismissal of a suit by Federal Judge J. Skelly Wright filed by the Parorama Theatre to prevent the showing at the Saenger, alleging conspiracy with 20th Century-Fox, the distributor.

Prior to the opening, a live television show and radio program were broadcast from the theatre lobby, with night and supper club entertainers as guests.

$9,582 'Robe' Record

In its first day's business on "The Robe" in CinemaScope, the RKO Keith Memorial Theatre in Boston broke all existing house records with the opening day's figure of $9,582 net, the circuit reported here yesterday. The nearest box-office highs at the same house were: "The Bells of St. Mary," which opened on Christmas Day in 1945 with a net of $6,522; "Cinderella" at $7,731, and "Joan of Arc" at $7,365 in 1949, it was said.

Bert Orde to Coast

Bert Orde of "Redbook" will arrive in Hollywood on Monday, from New York. He will stay on the Coast for 10 days visiting studio executives. Orde will have with him William Terry, advertising manager of "Redbook," who will stay at the Beverly Hills Hotel with Orde.

Technicolor

(*Continued from page* 1)

35mm. color negative film. Contrary to general usage, he said, this negative moves horizontally through a modified black-and-white camera and the scenes are recorded on an area equal to two full frames of normal color negative.

Doctor Kalmus' explanation of the process follows:

"Working from such a double frame negative the process and methods developed by Technicolor make possible the manufacture of a standard 35mm. Technicolor release print in which the images are of normal size and position, and which may be combined with either photographic or multiple magnetic type sound tracks. Such release prints can, of course, be projected on any screen including large screens, and in any aspect ratio from 1.5 to 1 or larger if desired by the producer or exhibitor. Since these new improved Technicolor dye transfer release prints are of normal size and position in every respect no special projection lens in the theatre is necessary.

"This new development employs the principle of recording substantially more picture detail on the negative than customary heretofore in order to enable prints to be made for standard theatre projection which clearly and accurately reproduce all the elements of the scene, especially when large screen projection is required.

"Technicolor has been working on the new system for more than 18 months, resulting in the introduction of the laboratory steps which are uniquely dependent upon the Technicolor dye transfer process. The new method is already in operation in moderate volume at Technicolor's Hollywood plant.

"Technicolor will not be supplying cameras because it is expected that the producers can accomplish this themselves by the necessary modifications to standard black-and-white cameras.

"Technicolor has already demonstrated the process to most of the studios in Hollywood. After successful tests made at the Paramount studios, employing the Paramount modified cameras, they decided to photograph their entire production, 'White Christmas, using this process, thus being the first to use it on a feature picture.

"Technicolor will soon be in a position to undertake the processing of a number of important features using this new print method."

Johnston Says

(*Continued from page* 1)

News" Public Affairs Forum. Johnston's remarks stressed the "splendid job" that American businessmen are doing in building up goodwill and respect for the entire nation and also their potential contribution to future American relations with the rest of the world.

Johnston said that "given the right kind of atmosphere and adequate encouragement and incentive, there is every reason to believe that the American business community will continue to relieve official aid programs by promoting development and understanding in the fields in which it can function most effectively and legitimately."

FCC Rejects Two New Color Systems As 'Merely Paper'

WASHINGTON, Oct. 8.—The Federal Communications Commission refuses to consider two proposed color television systems because it believes they are still "merely paper systems."

The systems eliminated from consideration were proposed by Otto Luther, New Preston, Conn., and by Marshall Soghoian and S. L. Cooke, Jr., of Richmond.

The Commission said neither system had complied with the FCC requirement that anyone proposing a new color plan must have put an experimental signal on the air and delivered sample receivers to the Commission's laboratories.

At the same time the Commission announced the detailed arrangements for next week's color television demonstration in New York City. The demonstration will be held on Thursday, Oct. 15, on the Starlight Roof of the Hotel Waldorf-Astoria, starting at 11:30 A.M. The public will be barred. The demonstration will include color broadcasts by National Broadcasting, Columbia Broadcasting and Allen B. DuMont Laboratories.

The Commission has said that following these tests it would adopt standards proposed by the National Television System Committee, if the standards meet all requirements.

Puts $1,000 Price Tag on Color TV

A price tag of $1,000 for a home color TV receiver using the new Colortron tube of the Columbia Broadcasting System was seen here yesterday by David Cogan, president of CBS-Columbia, Inc.

Cogan was present at the unveiling of the tube for the press at the Waldorf-Astoria. Following the demonstration, which was quite impressive, Cogan estimated the price, adding that he believed that the cost to the buyer would gradually decrease.

The half-hour program used to demonstrate the new compatible color television tube was "emceed" by Ed Sullivan, who introduced skits featuring Carmen Miranda, Gene Autry and his rodeo troupe; the later routine was picked up direct from Central Park. The definition and clarity of the indoor shots were good, although the outdoor shots seemed less clear.

CBS president Frank Stanton, who was also present, stated that he would welcome the possibility of pooling knowledge and color techniques with the other networks.

P. H.

Depix Vs. Polaroid Trial Is Set Back

BOSTON, Oct. 8.—Trial of the patent infringement actions involving Depix Corp. of Brooklyn and Polaroid Corp. of Cambridge, Mass., was put over for three months by Federal Judge George C. Sweeney in Federal Court here.

Depix initiated the action charging Polaroid with infringement of two 3-D viewer patents held by Alvin M. Marks, Depix president. Polaroid's counter-claim alleges that the Marks patents are invalid and charges that Depix is infringing on four Polaroid patents.



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Lichtman

(Continued from page 1)

a revitalized motion picture industry once more asserting its pre-eminence in the entertainment field." Lichtman said that shooting had been completed on 10 CinemaScope productions as well as five of the 10 films being made by Leonard Goldstein's Panoramic company.

Twelve pictures will be released between October and February, Lichtman said, five of which are in CinemaScope with color by Technicolor, one standard film in Technicolor, one in Eastman Color and five in black and white. Leading the October product roster is "The Robe." Others are "Thy Neighbor's Wife," starring Hugo Haas, Cleo Moore and Ken Carlton, and "Vicky," starring Jeanne Crain and Jean Peters.

'Millionaire' in November

November releases are "How To Marry A Millionaire," in CinemaScope-Technicolor starring Betty Grable, Marilyn Monroe, Lauren Bacall, David Wayne, Rory Calhoun, Cameron Mitchell and William Powell, and "Miss Robin Crusoe," in Eastman color, starring Amanda Blake, George Nader and Rosalind Hayes.

December releases are "Beneath the 12-Mile Reef," in CinemaScope-Technicolor, starring Terry Moore, Robert Wagner and Gilbert Roland; "Man Crazy," an S. Harmon and P. Voran production starring Neville Brand, Christine White, Irene Anders and Coleen Moore, and the first Panoramic Production's release, "Man in the Attic," starring Jack Palance, Constance Smith and Byron Palmer.

January releases are "Prince Valiant," in CinemaScope-Technicolor, starring Robert Wagner, Janet Leigh, and Brian Aherne, and "Justice Brown," a Panoramic Production starring Thelma Ritter, Jeffrey Hunter and Debra Paget.

February releases are "Hell and High Water," in CinemaScope-Technicolor, starring Richard Widmark, Bella Darvi and Cameron Mitchell, and "Gatling Gun," a Panoramic Production in Technicolor.

Introduced by Gehring

Introduced by executive assistant general sales manager W. C. Gehring, Lichtman said that the needs and problems of theatremen of every situation will govern the type and quantity of pictures to be produced.

Lichtman, greeting the assembled division and assistant division managers and branch heads of the company's 38 domestic and Canadian offices, opened his remarks by saluting Spyros P. Skouras.

'Stereo' Sound

(Continued from page 1)

Lichtman said, is being accelerated by RCA, General Precision, National Theatre Supply, Motiograph, Westrex and Century, with production quotas being raised every month since the development of the four-track-on-one-film process early in the summer.

The sales director also predicted an even sharper upswing in stereophonic sound production after the first of the year both for the domestic and international markets, based on increasing exhibitor orders.

Meanwhile, "The Robe" in CinemaScope will be opened in 109 domestic and Canadian theatres by Nov. 26, Lichtman told the meeting.

SMPTE Reports on TV

(Continued from page 1)

tee. The analysis of theatre plans for new techniques and the physical dimensions of theatres in the U. S., was prepared by the SMPTE committee, assisted by the Motion Picture Association of America.

The compilation of statistics, which offers many insights into such questions as maximum screen dimensions and related problems, was based on an SMPTE questionnaire sent to 8,000 theatres last May. However, the replies were meager, numbering 400, approximately 350 of which were useful in the compilation of physical dimensions and about 250 for utilization on questions regarding 3-D and wide-screen plans.

Schlanger said the greater number of replies came from circuits and larger theatres, offering what he termed a representative sampling, while the replies from smaller theatres were few in comparison, and their comparative lack of representation must be weighed in considering the analysis. He termed the geographical distribution of replies good.

Regarding responses on new media, the report stated that 88 per cent of theatres seating 1,501 and more have converted to 3-D, while 49 per cent of those seating between 501 and 1,500 have converted and only 14.2 per cent of those seating less than 500 have been set up for 3-D. It is to be remembered, it was pointed out, that most of the replies were received between June and August and the picture may have changed somewhat since then.

In response to the question whether they plan to convert to 3-D by the end of 1953, eight and a half per cent of the group seating the largest capacities stated that they did, while 21.5 per cent of the 501-1,500 seating group replied in the affirmative and similarly 11 per cent of the smallest theatre group.

No plans to convert to 3-D projection were found to be overwhelmingly in the smallest seating capacity group. Broken down into seating capacity groups as above, the percentage of theatres which stated they had no plans to convert to 3-D were as follows: 3.4 per cent in the 1,500 or more seating capacity unit; 29.3 in the 501 to 1,500 capacity group; and 74.6 per cent in the less than 500-seat group.

In round percentage figures, the analysis stated that 33.2 per cent of those theatres replying evidenced no interest in converting to 3-D. Schlanger commented that many replies carried notations that the smaller theatre owner was waiting for a single projection 3-D system.

The wide-screen situation was pictured as follows, broken down into group one, theatres which seat 500 or less; group two, theatres with a 501 to 1,500 seating capacity; and group three, theatres with over 1,501 seats.

Only 3.6 per cent of group one, the survey stated, have installed wide-screens; six per cent in group two; and 13.6 per cent in group three, the theatres with the largest seating capacity.

Smaller theatres showed a wide interest in installing wide-screens by the end of 1953. Forty per cent of the smaller theatres, forming group one, replied in the affirmative on plans to install wide-screens by the end of 1953; 68.1 per cent made a similar response in group two, and 59.3 per cent in group three.

However, 56 per cent of the theatres seating less than 501, in group one, stated that they have no plans to install wide-screens; 26 per cent replied in a similar vein in group two; and 27 per cent in group 3, the theatres with the greatest capacities.

Picture-Heights Itemized

The average maximum picture height available, according to the same grouping by seats as used previously, was as follows: 14 feet 8 inches for theatres in group one, with less than 501 seats; 19 feet 2 inches for group two, and 21 feet 6 inches for group three.

The importance of the height was stressed due to the fact that in most circumstances it governs the maximum aspect ratios available. Broken down into the same grouping, the average maximum aspect ratios was put as follows: 1.7 to 1 for group one, with less than 500 seats; 1.9 to 1 for group two, and 2.2 to 1 for group three.

TV Fight Series

(Continued from page 1)

nounced following the withdrawal of Cappel-MacDonald from the fight field and Rosen's affiliation with the sales promotion firm. Rosen, who said he has re-scheduled the series in order to permit new contract terms for exhibitors, said that he severed his association due to policy differences. The new terms for theatres, as disclosed by Rosen, are of $250 advance payment to cover facility charges against 40 cents for every seat sold. There will be no charge for unsold seats, he added.

Rosen said that theatres have shown a wide interest in the series. He added that he is currently negotiating with a new organization to provide financing and that the announcement of this affiliation will be made within the next few days.

An announcement from TTA stated that it would continue its interest in closed circuit TV for industrial use.

U.S. Tax Income

(Continued from page 1)

of $26,269,741, the second highest 1953 monthly total. The July collections were comparatively slightly behind those for July 1952, which amounted to $28,369,934.

Total July admission tax collections, including general admissions, cabaret taxes, and taxes on various overcharges, amounted to $32,118,629, compared with $32,692,511.

Six Chairmen Named For 'Night of Stars'

Arthur Knorr, James Sauter, Marvin H. Schenck, Louis K. Sidney, Ed Sullivan and Robert M. Weitman will serve as chairmen of the advisory council for the forthcoming 20th annual "Night of Stars," which will take place at Madison Square Garden here on Nov. 23. Proceeds of the benefit show will got to the United Jewish Appeal.

CinemaScope

(Continued from page 1)

is the talk of our industry and the envy of the trade."

Skouras referred to the current sales drive in honor of Al Lichtman, director of distribution, and pointed out that its "record-breaking result has been a shining part of the unprecedented performance of every department of this company since we decided only nine months ago to launch CinemaScope as a means of turning the tide in our business and overcoming the competition of television."

Lauds Zanuck, Einfeld

Singling out Darryl Zanuck, production head, and Charles Einfeld, vice-president, for their efforts in making CinemaScope known to the public, Skouras said that "now we have the happy privilege of receiving acclaim everywhere for 'The Robe' and the new medium in which it was created." Skouras assured the sales personnel that the company could look forward confidently to the continued success of CinemaScope with other pictures which it will release.

"We have the satisfaction," Skouras said, "of knowing that in fighting to preserve ourselves, we have served our industry and above all the theatres after a period in which declining grosses brought them, in many instances, terrific misfortune."

Van Fleet Praises Skouras At 20th Sales Meeting

Gen. James A. Van Fleet, a member of the 20th-Fox board of directors, attended the company's sales meeting here yesterday. In addressing the sales personnel he said, "It is a joy to be here. I never knew a greater man than Spyros Skouras. He's a great, human fellow. He's got the stuff that makes the wheels go around, that makes an outfit click and makes a fighting army fight."

Famous Players

(Continued from page 1)

prospects for a bright future with the help of CinemaScope and kindred achievements in the key address by President J. J. Fitzgibbons, who pointed to the record of one third of a century of leadership in film entertainment by Canada's largest and oldest circuit.

Barney Balaban, the "Pioneer of the Year" in the States, wired greetings from New York to Fitzgibbons, who is Canada's chosen "Pioneer of the Year."

Dinner speakers last night here included Gordon Lightstone, general manager of Canadian Paramount Pictures, and Dr. A. W. Truema, commissioner of the Canadian Government National Film Board.

Seeks Projectionists To Handle Panics

BOSTON, Oct. 8.—Revising his original argument that two men in a booth are necessary in Massachusetts theatres because of the danger of fire in a projection booth, the Commissioner of Public Safety, in his appeal to the Supreme Court, now bases his argument not on a fire hazard but on the possibility that some member of the theatre audience might start a panic.

FIRST IN FILM NEWS

MOTION PICTURE DAILY

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VOL. 74. NO. 72 NEW YORK, U.S.A., TUESDAY, OCTOBER 13, 1953 TEN CENTS

Fall's Releases Drop 33 From 1952 Period

Blame Production Slump For Product Shortage

By AL STEEN

Despite the lists of product lineups announced by distributors for fall release, the schedules show a decline of approximately 33 pictures under the number announced for autumn distribution a year ago.

The October-November-December release announcements of all companies a year ago totaled 102 feature productions. A tabulation of releases announced for the same period this year shows a total of 69 pictures. Although announcements of forthcoming releases usually are flexible and often subject to change, it appears doubtful that the total for the balance of this year will equal that of the fall of 1952.

The production slump in the spring and early summer is blamed by some for the apparent product shortage that may face theatres during the early winter. The situation was foreseen and many theatres have been turning to re-

(*Continued on page 7*)

CinemaScope Benefit To All: Lichtman

Asserting that every exhibitor will reap profits from CinemaScope productions, Al Lichtman, 20th Century-Fox director of distribution, stated at the closing session of the company's national sales conference here that exhibitors already are benefiting substantially by the grosses being chalked up by "The Robe." The new boon, he said, is only the beginning.

This prosperous period, he continued, will last as long as outstanding CinemaScope pictures are made. Quality of production coupled with the

(*Continued on page 6*)

Facilities Extended For Brandt Tribute

The response of the industry for reservations to the forthcoming testimonial dinner to Harry Brandt, president of Brandt Theatres, has caused the dinner committee to move the event to the grand ballroom of the Waldorf-Astoria here on the evening of Oct. 28, it was announced by Max E. Youngstein, vice-president of

(*Continued on page 7*)

Keynote of Meeting

Greatest Volume of Sales In History of Paramount

Barney Balaban, president of Paramount Pictures, yesterday addressed the opening session of the company's scheduled week-long meeting in New York of division managers and home office executives. Some 24 executives, including assistant division managers and heads of various home office departments, are attending the meeting, which, said the company, "is being held at a time when Paramount is enjoying the greatest volume of sales in its history." A. W. Schwalberg, president of Paramount Film Distributing Corp., is presiding at all sessions.



Barney Balaban

Schwalberg and E. K. (Ted) O'Shea, vice-president of Paramount

(*Continued on page 7*)

'The Robe' Calibre of Promotion Planned For 20th-Fox Films

A comprehensive program of promotion, rivaling that of "The Robe," was outlined here at the weekend by Charles Einfeld, vice-president of 20th Century-Fox, for the company's lineup of 16 CinemaScope productions, 10 standard Panoramic Productions and other films which the company will distribute this year and next.



Charles Einfeld

Addressing a session of the company's national sales conference, Einfeld stressed that all openings of CinemaScope pictures, as well as other major attractions, will be supervised and conducted as important regional and local events.

Describing the care and planning being exercised in opening "The Robe" in first engagements, Einfeld emphasized that commensurate jobs will be undertaken to pre-sell the

(*Continued on page 6*)

Zukor, Weltner Off On 'Jubilee' Journey

Adolph Zukor, board chairman of Paramount Pictures, and George Weltner, president of Paramount International, left New York over the weekend by plane for Paris, the first of five European capitals they are scheduled to visit during October and November in conjunction with the worldwide industry celebration of Zukor's 50 years in the film business.

The Zukor-Weltner itinerary, described as tentative in the sense that

(*Continued on page 7*)

Net, After Taxes

Monogram Pictures' Profit For Fiscal Year, $411,113

HOLLYWOOD, Oct. 12.—Monogram Pictures Corp. consolidated net profit before taxes for the fiscal year ended June 27 was $761,113, as compared with $589,259 for the preceding fiscal year, president Steve Broidy disclosed in the annual report released at the weekend. After provision of $350,000 for Federal income taxes, the net income amounted to $411,113, which figure compares with $589,259 in 1952. At that time no provision for Federal income taxes was required.

The 1953 net income was equivalent to 53 cents per share on the 775,218 shares outstanding at the year-end. The year's gross income of $9,994,000 compares with the previous year's $9,223,700.

See New Media Now on Firmer Foundation

Barnett Stresses Work Of SMPTE Convention

By MURRAY HOROWITZ

A firmer foundation for the industry's use of new techniques such as 3-D, wide-screen and stereophonic sound, was seen by Herbert Barnett, president of the Society of Motion Picture and Television Engineers, in the wake of SMPTE's 74th semi-annual convention held here at the Hotel Statler last week.

The SMPTE meetings, he pointed out, were attended by 600 engineers and technicians and were the first held by the Society since theatre installations had produced sufficient field experience to evolve a pattern on which the industry could lay the groundwork for recommendations of standards and the solution of various problems.

Barnett declared that the 600 dele-

(*Continued on page 10*)

Johnston to Paris To End Stalemate

An attempt to end the stalemate in France will be made by Eric Johnston, president of the Motion Picture Export Association, who is slated to leave for Paris probably tomorrow.

The decision on Johnston's trip, which also may take him to Spain, was made here on Friday at a meeting of the MPEA board of directors. The MPEA president, when he leaves for the French capital, will join Griffith Johnson, MPEA economist, who left here on Friday.

The present four-month extension of the U. S.-Franco pact expires in

(*Continued on page 10*)

Polaroid Sets Plans For 3-D Vectograph

Conferences to utilize the Vectograph 3-D process in conjunction with Technicolor are currently underway in Cambridge, Mass.

Attending the meetings are technicians of the Polaroid Corp., developers of the process which employs one standard projector, and Technicolor technicians. Polaroid officials, claim-

(*Continued on page 10*)

Personal Mention

STEVE BRODY, Allied Artists president, returned to Hollywood Friday from New York.

•

CARLO PONTI and DINO LAURENTIIS, Italian producers, left here by plane on Saturday for Rome.

•

HARRY MANDEL, RKO Theatres national director of advertising and publicity, will return to New York today from Miami Beach.

•

LOREN L. RYDER, head of the Paramount sound engineering department, will arrive in Hollywood by plane today from New York.

•

SIR CAROL REED, producer-director, and LADY REED, accompanied by ILYA LOPERT, arrived in New York from Paris yesterday.

•

NAI KOSOL, director of the United Film Service of Bangkok, Thailand, Allied Artists distributor, has arrived in the U. S.

•

F. J. A. MCCARTHY, Universal Pictures Southern and Canadian sales manager, will leave New York today for Houston.

•

RUTH HARBERT, motion picture editor of "Good Housekeeping," left New York at the weekend for the Coast.

•

WILLIAM SATORI, assistant to the president of Monogram International, will return here today from Pittsburgh.

Many Applying for Pioneers Membership

Abraham A. Spitz, 100-year-old showman from Providence; Wallace Ford, star of Hollywood and the New York stage, and Albert S. Rogell and Alfred L. Werker, directors of Hollywood, are among the many new members of the Motion Picture Pioneers who will be inducted at the 15th annual dinner at the Hotel Astor, which will honor Barney Balaban as the Pioneer of the Year, on Nov. 12.

Others are Max Alexander, M. & A. Alexander Productions, Hollywood; Herbert Berg, publicist; Jay Bonafield, RKO Pathe producer; L. M. Conrad, Meadville, Pa., exhibitor; Harry L. Dembow, Media exhibitor; J. D. Gelber and Jack Hattem, Interboro Circuit; Ben Hershfield, Tujunga, Cal.; Joseph T. Lissauer, Skirball Theatres, Cleveland; Charles Segall, Philadelphia; Morris Spiers, Philadelphia; Joseph Varbalow, Savar Corp., Camden; Morris Wax, Philadelphia; Thomas L. Walker, Bank of America; and Harry H. Zehner, MPAA executive, Hollywood. Some 50 applications are currently being processed.

The dinner chairman will be Eric A. Johnston, and George Jessel will again be toastmaster.

Plan Big Openings For 3 WB Pictures

Warner Brothers has three promotional crews in the field working on the openings of as many productions, "Blowing Wild," at the Paramount Theatre in Los Angeles on Oct. 16; "The Beggar's Opera," at the Silver Spring Theatre in Washington, on Oct. 19, and "So Big," at the Circle Theatre in Indianapolis on Oct. 21.

At the "Blowing Wild" debut in Los Angeles, members of the Adventurers Club, a group of globe-trotters and an affiliate of New York's Explorers Club, will be guests of honor. The club members will be led by Willard Vanderveer, who served with Admiral Byrd at both the North and South Poles. Warner Pathe will report the event.

The premiere of "The Beggar's Opera" in Washington has been planned as a benefit for the Multiple Sclerosis Association. The Ambassador from Great Britain and many members of the Diplomatic Corps have been invited. The saturation advertising, publicity and promotion campaign for the film includes descriptions on radio stations WGAY and WBMS, films on television station WMAL-TV, the story of the picture in book shops and music from the production in record stores.

For "So Big," Warner Brothers has capitalized on the fact that the Edna Ferber novel is now considered a classic. The premiere in Indianapolis will be held at a time when 15,000 teachers will have assembled there for the Indiana State Teachers convention. Executives of the convention are cooperating with local Warner representatives to make the premiere of the picture a gala event. Additionally, the debut will be accorded heavy television, radio and newspaper coverage.

ABC Signs 2 Series For Film Syndication

The film syndication division of the American Broadcasting Co. on Friday completed arrangements for the syndication of "Racket Squad," a series of 98 half-hour episodes produced by Hal Roach, Jr., and the "Playhouse" series of 26 episodes, also 30-minute productions. They will be made available for sale on a first-come, first-served basis.

George T. Shupert, vice-president of ABC in charge of syndication, disclosed that the division will shortly open offices in Chicago and Hollywood. They will be under the supervision of Don L. Kearney.

Lea Trust Action Is Postponed to Nov. 30

WASHINGTON, Oct. 12.—Trial has been postponed until Nov. 30 in the Lea anti-trust case, pending in District Court here.

Trial had been set for Oct. 8, but postponement was granted on the ground that defense counsel John Caskey is in a hospital. Leonard Lea, Danville, Va., exhibitor, is suing eight major distributors and several exhibitors for better clearance.

New Air Freight Item from Glasses

CHICAGO, Oct. 12.—Three-dimension motion pictures have added a new item of air freight, according to E. L. Dare, manager of air cargo sales for United Air Lines.

About 4,000 pounds of 3-D eye glasses are being shipped monthly via United to equip persons in various cities.

'Alexander' First Rossen UA Film

"Alexander the Great" will be the first picture to be made by Robert Rossen for United Artists release under a tentative two-picture deal, the producer disclosed. The picture will be made on location in Greece, Persia and India and will start in the late spring or early summer of 1954. Rossen will produce and direct the production as well as write the screenplay. There will be no cast selections until the script is completed, Rossen said, adding that he expected to use both British and American players.

Rossen's second picture under the tentative deal will be "Fame," an original by Rossen and Jerome Weidman. This picture is expected to start late next fall.

Rossen is scheduled to leave here tomorrow for Italy where he will produce "Mambo," with Vittorio Gassman, Silvana Mangano and possibly Shelley Winters. While abroad he will scout locations for "Alexander the Great."

22 Productions in Work on the Coast

HOLLYWOOD, Oct. 12.—With four new pictures starting and three pictures completed, the production chart showed a total of 22 pictures in work.

Started were: "Paris Bombshells," Allied Artists; "Massacre at Moccasin Pass," Columbia; "Congo Killer" (Trinity), Independent; "Drums Across the River," Universal-International. Completed were: "Arrow in the Dust" and "Yukon Vengeance," Allied Artists; "Valley of the Wild Stallion," Republic.

Youngstein Is Back From Coast Confabs

Max E. Youngstein, vice-president of United Artists, returned to his New York office yesterday following a week in Hollywood, where he met with independent producers in conjunction with the launching of the company's stepped-up program of producer-distributor collaboration in the advertising-publicity field.

Youngstein was accompanied to Hollywood by Leon Roth, the company's newly-appointed Publicity Coordinator on the West Coast, who will remain there, with headquarters in United Artists offices at the Samuel Goldwyn studios.

Universal Realigning Executive Personnel In Areas Abroad

A series of executive personnel switches and promotions has been effected abroad by Americo Aboaf, vice-president and general sales manager of Universal International, following realignment of the organization overseas.

Heading the list of changes is the appointment of Tony Garcia, formerly manager in Trinidad, to general manager in Venezuela, replacing Robert Ferber, who has resigned. Garcia joined U-I in July, 1952. Walter Lambert, formerly with the J. Arthur Rank Organization overseas, will take over the Trinidad post.

Y. K. Yao, who has been with Universal for 15 years as head of its China office will move to Singapore to fill the vacancy left by the elevation of former Singapore manager Wallace Orr to general manager in Japan. Orr replaced Arthur Doyle, who was recently appointed Eastern and Far Eastern supervisor.

Geoffrey Boret, assistant to managing director William Broun in India, has been named manager in Indonesia to fill the position left open by the resignation of George Hyder. Charles Oechsner, formerly sales executive with M-G-M in Switzerland will replace Andre Cosandey, resigned, as U-I manager in Switzerland.

Appoint Australian Vistarama Agent

SYDNEY, Oct. 5 (By Airmail.)—Otto Camphion & Son, industrial film producers here, have been engaged as Australian representatives for Vistarama. By the terms of the contract, signed by Camphion and Carl Dudley, president of Vistarama Corp. and Dudley Pictures, Camphion will handle all deals involving use of the Dudley anamorphic lens system in Australian films. William Camphion will fly to Hollywood early next month to close co-production deals involving Vistarama.

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with WARNERPHONIC SOUND
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JAY LAWRENCE · THE DUNHILLS
EXTRA LES BAXTER AND HIS ORCHESTRA
PARAMOUNT TIMES SQUARE
Midnight Feature

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CEA Still Seeking To Break Deadlock On Eady Extension

LONDON, Oct. 12.—The Cinematrograph Exhibitors' Association has submitted two more plans for consideration by other trade associations in a further attempt to break the present deadlock confronting the trade in its effort to reach an agreement on a voluntary extension of the Eady levy. These are in addition to the exhibitors' proposal for a tax rebate scheme which the Board of Trade has now passed to the Treasury.

This rather revolutionary proposal suggested that when a British first feature is screened, a proportion of the entertainment tax should be rebated and divided in agreed proportions between the producer of the film and the exhibitor showing it.

KRS Refused Support

The Kinematograph Renters' Society, however, virtually killed this one at birth when it refused support. In a letter to the CEA, Sir David Griffiths, president of the KRS, said that as exhibitors had already recommended acceptance of the rebate scheme to the Board of Trade without prior consultation with other sections of the industry, no useful purpose would be served by the inclusion of the item on the agenda of the next meeting of the four associations. But that may be an academic point for it is understood that the KRS decision was dictated by the American renters' refusal to agree to any scheme which is discriminatory.

Of the other alternative plans suggested by the exhibitors neither meets the producers' demand for a guaranteed £3,000,000 or, in fact, have yet been adopted officially by the CEA.

It was on the latter grounds that the British Film Producers' Association last week postponed any further discussion between the four trade associations until exhibitors are in a position to submit a definite scheme.

In view of the government's intimation that the trade has only until the end of October to arrive at an agreed formula, it may be assumed that the four associations will make one more determined effort to hammer out a voluntary scheme acceptable to all.

Increased Levy Feared

One difficulty preventing voluntary agreement is the producers' insistence on an annual £3,000,000 which under the present scheme would mean exhibitors would have to pay an increased levy. Producers will have to give way in this demand if an agreement is to be reached.

Another point exhibitors want cleared up is their break figure dispute with the KRS. They object to the renters' policy of "trading by resolution" rather than individual trading between renter and exhibitor, which principle has recently been confirmed by J. Arthur Rank's General Film Distributors.

RKO Radio Publicists Get $7.50 Increase

A new pact calling for a $7.50 weekly increase for RKO Radio publicists has been concluded between the distributing company and the Sign-Pictorial and Display Union, Local No. 230, the organization to which publicists belong. The new contract is retroactive to last Dec. 15.

A similar agreement was reached recently between the union and the publicists of RKO Theatres.

Asides & Interludes

—by James Cunningham

THE COMPARATIVELY CONSERVATIVE HOLLYWOOD of this era, shorn of everything, so they say, but a few Cadillacs, a mere handful of yachts, and some field-stone estates spotted hither and yon, all with private swimming pools attached, must bow, graciously, to the overlord of whatcha-got-to-show-for-it, keed, King Farouk, who fled his throne a year ago, and who they now find, at this late date, left behind 24 minor palaces —count 'em—a rest house, four luxurious palaces, three first-class museums, 20 yachts and motorboats, 70 limousines, loads and loads of jewelry, etc., etc.

And the world criticises our closely cuddled conservative Hollywood.

☆ ☆ ☆

Murray Segal is an Indian Scout who works for the New York public relations firm of Norton & Condon. Murray's Big-Chief scouting, these days, is to plant something in the news desks' tepees about the opening, this week, at New York's Sutton Theatre, of a motion picture titled "Tanga Tika" —it tickles.

"You know," said Murray, "'Tanga Tika' was filmed in Tahiti, and it has in its cast many players who might well become toppers in Motion Picture Herald's *famous poll, 'Stars of Tomorrow.' Among those future stars," added Murray, "are Adeline Tetahaimuai, Faaturuma Etaeta, Raau Faanoanoamaa, Mereti Parahurahu and the cute little Timi Tefaaora."*

We wish each of these players success, but warn them with those names to be careful in territories where exhibitors have been complaining about unfair trade practices.

☆ ☆ ☆

MGM tells us that Bob O'Donnell's Interstate Circuit in Texas is horn-tooting the distributor's famous "Nostradamus" series of shorts, produced by Carey Wilson. You oldtimers, and picture pioneers, like Jack Cohn, will remember old "Nosty." He really goes away back.

Anyway, Interstate Circuit of Texas, is using a one-sheet promoting the "Nostradamus" series to "See and Hear the New Prophecies of NOSTRADAMUS Of All Things Yet to Come! All NEW in 1953. Stranger Events Did Come True! He Predicted the Atom Bomb Over 400 Years Ago."

Does the FBI know about this, Producer Carey Wilson? And, while making this subject, when you learned about "Nosty's" 400-year-old knowledge of the Atom Bomb, did you communicate with Dore Schary, or Nick Schenck, or our Hollywood Bureau?

☆ ☆ ☆

Elstun Dodge, an exhibitor of Cincinnati, gave his projectionist his annual vacation, but felt that he could not afford a substitute, and, being a licensed projectionist, he ran the machines himself.

For this, the union picketed Elstun's theatre.

For this, Elstun provided the pickets with rocking chairs.

☆ ☆ ☆

The industry's hard-pressed efforts to melt every one of us into a cauldron of happiness and goodwill is paying off.

We have a Champion in none other than the flame-haired Rhonda Fleming, who, we are told by Emily Belser, of INS, ridicules film stars for hiding behind dark glasses.

Right out in public, Rhonda hurles the challenge, "I want to meet all the people I can. I'd like to make a trip around America just shaking people's hands and telling them how grateful I am for everything."

Emily Belser further tells us that Readhead Rhonda insists she would like to go on a barn-storming tour "like a campaign politician, passing out cigars and kissing babies."

While we are on the subject, we name some hop-skip-and-jumpers who have been barnstorming, not like campaign politicians, not passing out cigars, not kissing babies, but tirelessly shaking people's hands all over the place, —Spyros Skouras, who scoots around the Hemisphere like Mickey Mantle, and James Ross Grainger, the Speedball Traveler, to cite but two.

☆ ☆ ☆

The ordinarily very sedate Westrex Corporation announced the availability of its latest technical development, the R9 Stereophonic Reproducer. "This reproducer," says a formal announcement from the Westrex Corporation. "is sometimes called 'penthouse,' 'sandwich,' or 'button-on.'" . . . Note from Terry Ramsaye to his secretary: "Call the MPAA and register the title "From Here to Maternity." . . . Not directly related to the motion picture industry, but related, nevertheless, is the District Court sentence of a $4,000 fine in Glen Rose, Texas, levied on native J. E. Phipps for selling a 35-cent can of beer in bone-dry Somervell County. . . . Film company boss to office boy: "I'm surprised at you! Do you know what they do with boys who tell lies?" Office Boy: "Yes, sir. When they get old enough, the firm sends them out as salesmen."

☆ ☆ ☆

Carlos Bierman, manager of the Frolic Theatre, at 851 East 55th Strect in Chicago 15, Ill., sent a problem message to Irving Mack, publisher of a magazine called "Inspiration," and, after much red tape, Irving sends to us from Chicago this problem message of a mother to Exhibitor Bierman, all hands seeking a solution; the problem:

"Mr. Bierman: Can you get Bert back in the show? He had an accident and came home to change clothes."

Rest assured, Exhibitor Bierman, and Mr. Mack, the situation will be taken up immediately with the Eric Johnston office.

'Inferno' in 2-D Set By 20th for Release In UK Theatres

LONDON, Oct. 12.—W. J. Kupper, 20th Century-Fox's managing director here, sprang a surprise on the industry when he announced that his company will release its 3-D subject "Inferno" as a conventional 2-D picture.

Kupper, stating that he felt the decision would be welcomed by a large number of exhibitors in competitive situations already feeling the shortage of first-class pictures, pointed out that the film would have only a limited showing if released in 3-D.

The number of theatres at which it could be presented in 3-D he added, would probably not exceed 120. A large number of these are not No. 1 theatres in the town so that, by releasing the picture in 3-D the public, as a whole, would not be given the opportunity of seeing "Inferno."

Trade and national newspaper critics almost unanimously praised "Inferno," as the best of the 3-D pictures to date, saying that the picture would have equal merit without polaroid glasses.

Hitherto distributors here have exploited the 3-D versions before offering them as conventional pictures and, indeed, contrary to current reports from America that 3-D was on the way out, these pictures continue to be great box-office boosters throughout Britain.

Exhibitor Wants to Meet Producer: Holt

HOLLYWOOD, Oct. 12. — America's exhibitors today are more than ever concerning themselves with the long-range plans of producers and are notably anxious to meet and talk with film-makers, Nat Holt, producer of Paramount's "Arrowhead," declared here following his return from a two-week trip around the country to meet with theatre operators.

Exhibitors, Holt found, not only are vitally interested in the product that will be available, but also would like a voice in the planning of subjects to be dealt with on their screens.

"In the theatremen's opinion," said Holt, "it's very important that producers know what not to make, as well as what to make."

Holt believes that his many years as an exhibitor are paying off because of his experience with the public and because he has had personal contact with exhibitors through the years.

"The important thing," Holt thinks, "is for studio people to get out into the field and meet those who exhibit their pictures, just as it's important for exhibitors to drop in on Hollywood now and then for an exchange of viewpoints."

Pennington Returns To 'Frisco Para. Post

SAN FRANCISCO, Oct. 12.—Ward Pennington, who resigned early this year as Paramount branch manager in Denver to go in business for himself, is returning to his one-time post as sales manager for the company in San Francisco.

He succeeds Jack Stevenson who stepped up to branch manager when H. Neal East was named assistant to Western division manager George A. Smith.

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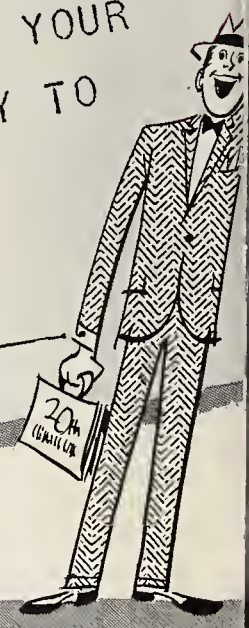
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Promotion

(*Continued from page* 1)

other soon-to-be-released films, including "How to Marry a Millionaire," "Beneath the 12-Mile Reef," "Prince Valiant" and "Hell and High Water."

Standard pictures discussed were "Thy Neighbor's Wife," "Vicki," "Miss Robin Crusoe," "Man Crazy," "Man in the Attic," 'Justice Brown," and "Gatling Gun."

Long range planning and a flexibility of approach to publicity, advertising and exploitation will be followed, he said, to insure the proper selection and timing of campaigns utilizing national and local media.

Stating the conviction that it is the task of the company's sales and promotional staffs to work in conjunction with exhibitors in mapping campaigns, he added that showmanship can be demonstrated for every type of picture.

He offered personal thanks to the studio's Harry Brand for his launching of CinemaScope in Los Angeles last spring. Accolades were also paid to members of 20th's advertising, publicity and exploitation departments and the field force by Einfeld for their team effort in launching CinemaScope and "The Robe."

Filmakers Regionals Will Start Tomorrow

HOLLYWOOD, Oct. 12.—Filmakers Releasing Organization will hold its first regional sales meeting Oct. 14-15 at the Blackstone Hotel, Chicago, president Irving H. Levin has announced. The second meeting will be held at the Warwick Hotel, New York, Oct. 25-26, and the third in San Francisco next month.

"The Bigamist," FRO production starring Joan Fontaine, Ida Lupino, Edmond O'Brien and Edmund Gwenn, will be screened at each meeting.

Review

"Tanga Tika"

(Dwight Long-George Schaefer)

WHEN a charming and urbane young adventurer named Dwight Long a few years ago took a boat to Tahiti and stayed there two years shooting pictures of what he saw, the result was "Tanga Tika," a handsome, smartly-made feature-length film. In presenting a study of life on the Pacific island of the title, the footage is unexcelled in its beauty, intelligence and imagination.

However, the slender, narrative thread (purporting to be a Tahitian legend) that runs through the story is pretty much standard plot. But the picture has so many visual riches as to easily overcome this.

Long not only was the photographer, but also did the direction and shared the production with Arch Monson. The discriminating film fan has much to be grateful to him. The picture catches the mood and tempo of the country as well as its exotic customs, its occupations and diversions. The story itself concerns a young native who is very much in love with a native girl and plans marriage as soon as he earns enough money. One day the man gets caught in a hurricane and winds up marooned on an uninhabited atoll.

Months roll by, and eventually fearing him dead, the girl is about to marry another against her will. However, thanks to a cruising American yacht, the young man is able to get back just in time to claim his beloved.

An offstage commentary runs through the film and sprinkled throughout are native songs, and many dances.

The cast consists of Adeline Tetahaimauai, Paul Meoe, Alice Swenson, Tumaatura, Roter Soui, Governor Anzani, Mayor Poeui, Captain Darr and Ah Fu.

Running time, 75 minutes. General audience classification. For November release.

Canadian Exports In A Sharp Drop

OTTAWA, Oct. 12.—The Canadian government reports exports of films declined to $2,880,000 in the first eight months of this year compared with $3,202,000 a year ago in the same period.

Lichtman

(*Continued from page* 1)

audience-participating qualities of the new medium will bring the public back to theatres in record numbers, he added.

It is in the best interests of production, distribution and exhibition to keep CinemaScope the hallmark of entertainment, and that together—and only together—will the industry keep its dominant position in the field of mass entertainment, he said.

Projection Room Visited

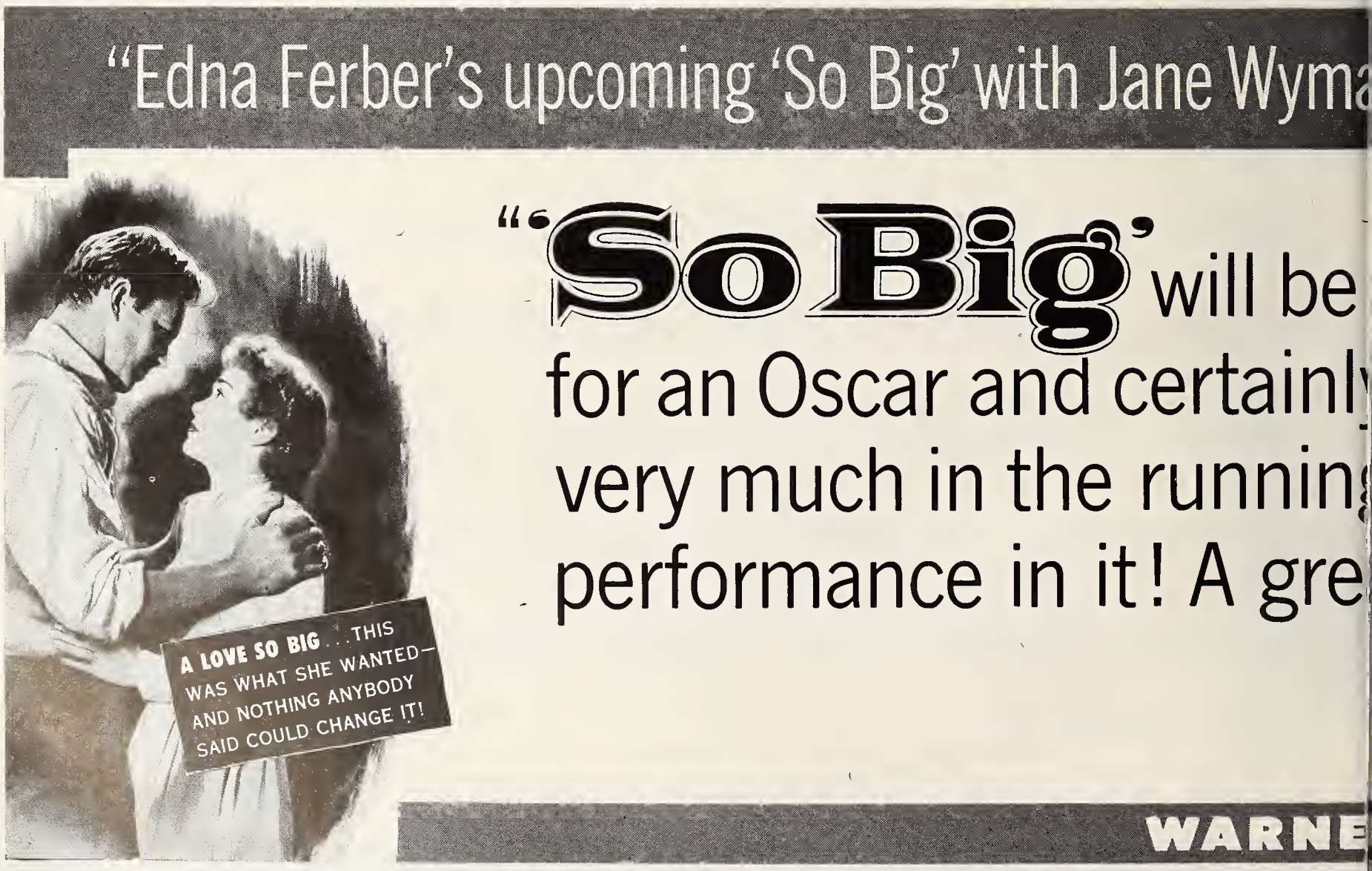
Adjourning the meeting Lichtman proposed an inspection tour of the home office projection room to familiarize the sales leaders with the new screen, sound and lens equipment necessary for CinemaScope.

Murray Silverstone Leaves For 3-Month Overseas Trip

Murray Silverstone, president of 20th Century-Fox's International Corp., left here yesterday on a three-month business trip to Europe and the Middle and Far East to survey theatre installations of CinemaScope and supervise preparations for openings abroad of "The Robe."

First Call to Be London

First stop will be London, following which he will travel to Paris, Rome, Israel, Nairobi, Johannesburg, Bombay, Calcutta, Bangkok, Hong Kong, Tokyo, Manila, Singapore, Indonesia, Australia, and New Zealand. He will return to the U. S. near the end of December.



Zukor

(*Continued from page* 1)

allowance has been made for changes that may be necessary, is as follows: Paris, Oct. 11-17; Rome, Oct. 18-25; London, Oct. 25-Nov. 1; Paris, Nov. 1-2; Frankfurt, Nov. 3-4; Stockholm, Nov. 4-6; Paris, Nov. 6-9. They are scheduled to leave Paris by plane for New York on Nov. 10.

Russell Holman, Paramount production executive, will leave New York by plane on Friday for Rome where he will join Zukor and Weltner. The following day the three will be the first Paramount home office executives to see "Ulysses," Ponti-De-Laurentiis production made in Italy and the Mediterranean, which Paramount has contracted to release in North America.

In each of the European capitals he visits, Zukor is scheduled to meet with statesmen, civic leaders, artists, writers, film producers and theatre operators.

Brandt Tribute

(*Continued from page* 1)

United Artists, who is serving as dinner chairman. Originally, the dinner was to be held on Oct. 21 in the Sert Room of the Waldorf.

The dinner is being given to Brandt in behalf of the Joint Defense Appeal of the American Jewish Committee and the Anti-Defamation League of B'nai B'rith.

William J. German, of W. J. German, Inc., who is serving as general chairman of the JDA amusements division, announced that the following executives are active as associate chairmen in the drive: Barney Balaban, Robert S. Benjamin, Nate J. Blumberg, Jack Cohn, Ned E. Depinet, S. H. Fabian, Matthew Fox, Leon Goldberg, Will H. Hays, Harry Kalmine, Mac Kriendler, Arthur B. Krim, Charles C. Moskowitz, Nicholas Schenck, Adolph Schimel, Abe Schneider, Samuel Schneider, Spyros P. Skouras, Albert Warner, Edwin Weisl, and H. J. Yates.

Review

"The Gay Adventure"

(Renown Pictures-United Artists)

BURGESS MEREDITH lends vitality to this production, which offers an intriguing journey through Europe. The story begins in Paris and ends in London, with scenes of Berlin in between, furnishing backgrounds which have the allure of a travelogue. As a story, the picture lacks the authority of conviction and frequently has a repetitive quality.

Most men have had their private fantasies about women, especially beautiful women. The picture takes one such woman, Paula Valenska, and then examines the daydreams she evokes in three men on a train, a Frenchman, Jean-Pierre Aumont; an American officer, Meredith, and an Englishman, Richard Murdoch.

To the Frenchman she appears an elegant lady, born to wealth and distinction, but alas, she is only a model posing in opulent clothes and expensive cars. The American has all sorts of illusions about her being caught up in the evil grip of a black marketeer and having to sing in his nightclub or else be turned over to the police. An attempt to rescue her from this imaginary dilemma gets Meredith into some nasty difficulties. To the Englishman, she is a famous actress and his acquaintance with her embroils him in a series of madcap complications.

When the girl finally alights from the train all the masculine illusions about her come to grief.

A Renown Pictures production, presented by George Minter, it was produced by Anatole De Grunwald and directed by Gordon Parry.

Others in the cast are Kathleen Harrison, Julian Dalbie, Jose de Almeyda, Kenneth Cove, Henry Pascal, Karel Stepanek and Glyn Lawson.

Running time, 82 minutes. General audience classification.

Hilton Quits as Head Of UA's Print Dept.

Robert Hilton, head of the print department at United Artists, has resigned that post after an association of 26 years with the company. He intends to make his home in Florida.

William J. Heineman, UA vice-president in charge of distribution, stated that Hilton's resignation has been accepted "with regret."

Paramount

(*Continued from page* 1)

Film Distributing, yesterday shared in keynoting the meeting. Each of the two executives outlined basic principles around which the sessions to follow will revolve. They thereby paved the way for addresses by executives in charge of the various facets of operation.

Speakers today will include Jerry Pickman, vice-president in charge of advertising-publicity, who will conduct specal sessions on promotion.

Pictures on which the meeting is concentrating include: "Roman Holiday," "The Caddy," "The War of the Worlds," "Little Boy Lost," "Those Redheads from Seattle," "Flight to Tangier," "Cease Fire," "Here Come the Girls," "Forever Female" and "Money from Home."

Big 'Pre-Sale' Drive For 'Walking Baby'

David A. Lipton, vice-president of Universal-International, has prepared a comprehensive national pre-selling advertising campaign for the company's musical, "Walking My Baby Back Home." Color advertisements have been placed in 11 national magazines and three major Sunday newspaper supplements having a combined readership in excess of 100,000,000.

Additionally, the campaign for the picture, which stars Donald O'Connor and Janet Leigh, includes tie-up copy led off by a full-page color advertisement for Lux, featuring Miss Leigh, in seven national magazines, also nine Sunday papers.



Golden Says Spain Wants Production Deals With U.S.

Production interests in Spain are "anxious" to make co-production deals with American producers, Herbert Golden, of the amusement industries division of the Bankers Trust Co. here, said upon his return from Europe at the weekend. Golden said that Spanish producers have plenty of pesetas to invest if Americans can provide the stars, directors and scripts.

Golden said that production facilities in Spain are adequate, with three large studios in Madrid. A combination of factors, including ideal weather which permits the construction of interior settings on outside back lots and magnetic tape recording, enable producers to turn out good pictures at comparatively low costs. Because of the recent drought, the studios have been faced with electric power problems but Golden said that the situation was being corrected.

"The Black Knight" for Columbia release is being produced in Spain with Alan Ladd starred. This is a Warwick Films British quota picture which is being made by Irving Allen and Cubby Brocolli. Golden said that a French company also was making a picture in Spain, titled "Blood and Light," starring Zsa Zsa Gabor.

While production in England has not improved, Golden said that he found a greater degree of optimism there now than existed a year ago. The economic atmosphere has improved in Britain and there is a definite upbeat feeling, he said.

Delay Test Runs of 'Kate' to Oct. 28

Test engagements of M-G-M's "Kiss Me Kate" will start Oct. 28 instead of on Thursday, as originally planned. The delay was necessitated by the lack of prints.

The plan calls for the musical to be exhibited in both 3-D and conventional versions in six situations, in Columbus, Evansville, Dallas, Houston, Rochester and Dayton.

Meanwhile, further technical tests will be conducted in Radio City Music Hall here this week to determine adaptability of the Hall's vast auditorium for 3-D projection. Prints from "Kiss Me Kate" or "Arena" will be used in the tests. A Hall spokesman said that before a policy decision can be made on whether to feature a 3-D attraction at the large showplace, conclusions must be made first on the mechanical aspects. A decision on whether the 3-D version of "Kiss Me Kate" will be booked at the Hall awaits the return from Hollywood of Russell V. Downing, president, it was indicated. Downing is expected to return in a week.

Three New Drive-ins In Florida, Georgia

ATLANTA, Oct. 12.—Three new drive-ins will be added to the growing list in the South. One of the three has just started, the second is under construction and the third is in the planning stage.

J. D. Younge has opened his drive-in for 250 cars in High Springs, Fla.

Plans for a de luxe drive-in have been completed by B. B. Garner, president of the Talgar Theatre in Winter Haven, Fla. It will have room for 500 cars. The opening date is set for early December. It will feature a giant-size screen to permit the showing of all types of media pictures.

The Martin and Thompson Theatre, Hawkinsville, Ga. has started work on a new 400-car drive-in at Blaxley, Ga.

In the THEATRE
Equipment World . . .
. . . *with RAY GALLO*

THE 74th semi-annual convention of the Society of Motion Picture and Television Engineers came to an end at the Hotel Statler in New York last Friday, and plans for the 75th are already underway. Regular registration at the convention was over 500, and about 200 additional guests attended the technical sessions daily. Incidentally, almost 200 of the fair sex were in evidence this year, and, believe it or not, some of them were to be seen at the technical sessions as well as at the special events arranged for them.

•

The convention banquet Wednesday night was fully attended. Emerson Yorke, as chairman, did a bang-up job. Yorke, who is an active SMPTE member as well as secretary of the Atlantic Coast Section, also supervised the entertainment. His wife, known professionally as Selita Palmer, is the composer of a new lullaby, "Bye-Lo," which was sung by Bobby White, TV tenor.

•

Committee heads who were so much responsible for making the convention a success appear in a group picture below. Missing when the photo was taken was Leonard Bidwell of RCA, who also deserves recognition for his handling of press arrangements—a job he has done for SMPTE for nearly 11 years.

•

And while we're extending thanks for work well done, we want to compliment John Krulish and Manny Gessin who handled projection equipment at the technical sessions and Bill Hecht of International Projector and Charlie Mueller of Radio City Music Hall for their direction. We would also like to thank Bill Reddick of the German-Eastman raw stock distribution office, Bob Cunningham of National Screen Service, and Sam Silverman of General Precision, all of whom assisted us and Norma Huber at the membership desk.

•

And speaking of memberships, we acquired 15 new members at the convention, which, along with 850 already enrolled this year, puts us very close to our quota of 1,000. Let's hope that more applications will be coming through the mail.

•

There simply isn't the space to give more than a brief mention to some highlights of the technical sessions, but we would like to call attention to the following: the multi-track magnetic sound reproducers of Westrex and General Precision; RCA's practical applications for the new techniques; DeVry's film exchange foreign language conversion equipment; Eastman's 16mm projector; A. T. & T.'s network facilities for theatre television; Bausch & Lomb's anamorphic lens; National Carbon's high intensity carbons; Polaroid's 3-D projection device for synchronization, and others.

•

Don't forget to prepare for the spring convention to be held at Washington May 3-7.



SMPTE CONVENTION ARRANGEMENTS were under the direction of the group shown above. From left to right are Skipwith W. Athey, program committee chairman; Mrs. Emerson Yorke, co-hostess of the ladies' program committee; John W. Servies, convention vice-president; Mrs. Herbert Barnett, co-hostess of the ladies' program committee; Emerson Yorke, luncheon and banquet committee chairman, and Marie Douglass, hospitality desk hostess.

J. H. Finlayson Dead

HOLLYWOOD, Oct. 12.—James Henderson Finlayson, one of the original Keystone Kops of the Mack Sennett days, was found dead at his home on Friday. In recent years he had played some character roles in films as well as on television.

New Orleans Greets Colosseum Meeting With City's 'Keys'

NEW ORLEANS, Oct. 12.—Present here for the meeting of the Colosseum of Motion Picture Salesmen are Ray Wild, of Dallas, president and chairman of the meeting; senior vice-president James H. McCormick, Decatur, Ga.; secretary Floyd R. Klingensmith, treasurer Tom McKean and assistant treasurer C. A. Blakely, Oklahoma City; general counsel David Beznor, Milwaukee; eastern vice-president W. D. Bugie, Albany, N. Y.; committeeman Earl Wright, New Haven; Ross Williams, Cincinnati; Milton Simon, Chicago; William Wink, Omaha; E. E. Shinn, New Orleans; Robert Des Sommes, New Orleans; Glen Haricard and H. Swanson, Salt Lake City.

Greetings to the Colosseum and "keys to the city" have been presented by Bernard J. McCloskey, City Commissioner acting in place of Mayor De Lesseps.

$111,700,000 in U.S. Foreign Investments

WASHINGTON, Oct. 12.—U. S. film companies had $111,700,000 invested in foreign countries in 1950, according to the U. S. Department of Commerce.

The information was developed in the 1950 census of business. The investment consisted mainly in equity in foreign branches and subsidiaries. Commerce officials said the low investment in proportion to annual remittances or earnings was inherent in the nature of the industry, where only a nominal investment is needed to establish a branch or subsidiary, which then distributes far more valuable films and collects far larger amounts. Of course, some of the investment is in production facilities, too.

Western Europe Leads

The largest investment was in Western Europe, where $55,900,000 was invested. Canada came next with $22,000,000, and Latin America accounted for $16,900,000.

All other areas accounted for the remaining $16,000,000.

Says Public Doesn't Know What It Wants

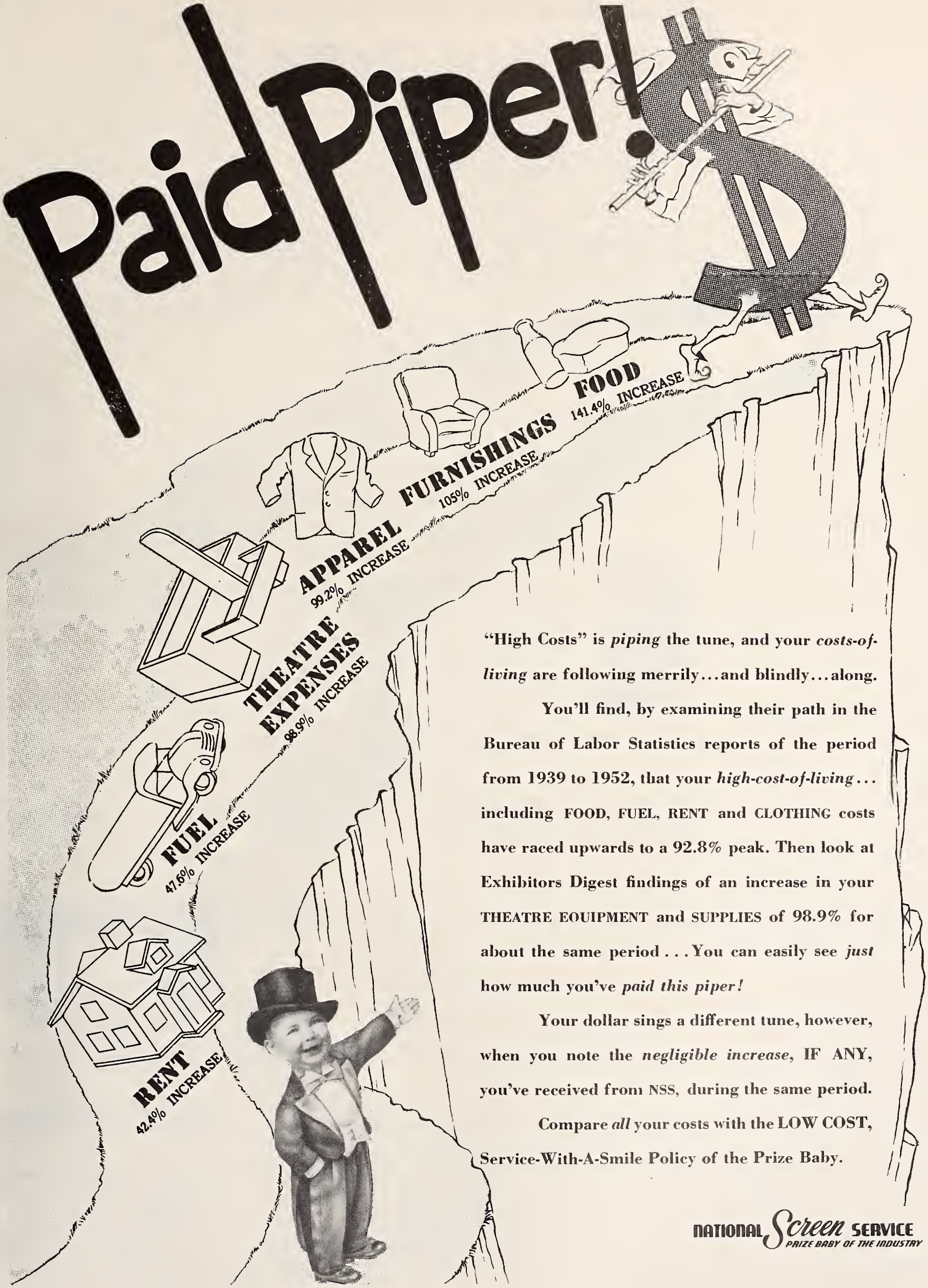
CHARLOTTE, Oct. 12.—"You can't ask the public what it wants to see; you just have to make pictures and hope they'll come to see them," says Jerry Wald, executive producer for Columbia Pictures.

Wald told Emery Wister, film editor of the "Charlotte News," that "the public doesn't know what it wants."

"If the average person were asked if he'd like to see a movie about an insane asylum, he'd say no. But 20th Century-Fox just went ahead and made 'Gentleman's Agreement' and it was a pretty successful picture."

Speaking of the new filming and projection systems, he said: "No one system will predominate. Some pictures will be good in 3-D, some in CinemaScope, some just wide-screen. It's the picture that counts, anyway. If the picture is good the public will turn out."

Paid Piper!



"High Costs" is *piping* the tune, and your *costs-of-living* are following merrily...and blindly...along.

You'll find, by examining their path in the Bureau of Labor Statistics reports of the period from 1939 to 1952, that your *high-cost-of-living*... including FOOD, FUEL, RENT and CLOTHING costs have raced upwards to a 92.8% peak. Then look at Exhibitors Digest findings of an increase in your THEATRE EQUIPMENT and SUPPLIES of 98.9% for about the same period . . . You can easily see *just* how much you've *paid this piper!*

Your dollar sings a different tune, however, when you note the *negligible increase*, IF ANY, you've received from NSS, during the same period.

Compare *all* your costs with the LOW COST, Service-With-A-Smile Policy of the Prize Baby.

NATIONAL Screen SERVICE
PRIZE BABY OF THE INDUSTRY

Johnston

(*Continued from page* 1)

November and indications to date, according to word from Paris, are not promising. The French, it was stated, are seeking to pare down the number of permits from 110—the 90 plus 20 under the current agreement—to 70. In addition, it was reported, the French are attempting to eliminate or reduce the so-called "capital account" under which American film companies remitted some extra revenues earned by U. S. films.

At Friday's meeting, Johnston, with the support of 20th Century-Fox president Spyros P. Skouras, highlighted the problem of getting more revenues out of the Far and Near East. Johnston noted that India with a population of 350,000,000 brings in only a total of about $1,000,000 in remittances to U. S. film companies. Cooperative action is needed, he stressed, to cultivate the Indian market.

The Spanish situation, it was pointed out, remains unaltered following discussions here and in Washington to evolve an interim agreement. Under present circumstances with no pact in effect, no new American product is being shipped into Spain, nor is any revenue being taken out.

Meanwhile, Fay Allport, MPEA British manager, was slated to arrive in London for participation in industry conferences there on the voluntary establishment of an Eady Plan.

A bid for financial support for next month's Theatre Owners of America convention was received at Friday's meeting. Although no action was taken, sentiment expressed indicated that the TOA bid, like that of Allied, would be turned down.

Grand in Albany to Carry '11' Games

ALBANY, N. Y., Oct. 12.—Fabian's Grand will show six Notre Dame college football games, booked for theatre telecasts by Box Office Television. The initial game will be played on Oct. 17.

The admission price has not yet been announced, but it probably will be less than a dollar, according to reports. Notre Dame football games are now being broadcast over radio station WOKO, under sponsorship of a local bank. Whether the afternoon telecasts will draw substantially in face of this, is a question which industry people here are debating.

Asbury Theatre Puts $1 Tag on '11' Telecasts

ASBURY PARK, N. J., Oct. 12.—The St. James Theatre here which has booked the Notre Dame football telecasts will charge $1.00 per seat, including admission tax. Tickets will be on sale in advance.

The St. James management said that special arrangements will be made for Notre Dame alumni, and that cheering sections will be set aside in the theatre each week for the fans.

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Specialists to Motion Picture Industry

Television--Radio

with Pinky Herman

SOCONY-VACUUM OIL CO. will pick up the tab for the entire 1953-54 NBC Symphony radio programs which will start on Sunday, Nov. 8 (6:30-7:30 P.M.), with Maestro Arturo Toscanini conducting most of the concerts. This program was established 16 years ago and will continue to originate at Carnegie Hall. . . . WNEW won't release Art Ford so Freddy Robbins will deejay "The Big Review" platter-chatter series which Parker Gibbs produces every Saturday via NBC. . . . Starting tomorrow WOR-TV will unveil two new crime-detection series, namely "Badge 714," starring Jack Webb as "Joe Friday" (early "Dragnet" films) and "Captured," formerly titled "Gangbusters." "Captured," a Phillips H. Lord production, stars Chester Morris and will be spotted every Wednesday at 10:00 P.M. with "Joe Friday and Frank Smith" taking over at 9:00 P.M. on the same night. . . . A natural piece of national promotion. We refer to last week's "Place the Face," CBS-TVehicle, during which Lew Breyer of the Milwaukee office of Universal-International was recognized by guestar Tony Curtis as the manager of a Bronx movie house who ejected Tony from the theatre 15 years ago when he admitted tossing a water-filled paper bag from the balcony. Tony's latest UI flicker, "The All-American," was then given a terrific pitch.

☆ ☆ ☆

Starting Dec. 1, the American Chicle Co. will co-sponsor on alternate weeks with the Swanson Products Robert Q. Lewis' ABC-TV program, "The Name's the Same." Incidentally, R.Q.L., who started as a disk jockey over WHN (now WMGM), has been turning in an excellent job as regular sub for Arthur Godfrey. . . . Dimitri Tiomkin, who is currently composing an original musical score for Hal Wallis' forthcoming Paramount 3 D-ramatic "Cease Fire," filmed on the battlefields in Korea, might have another Academy Awards winner in "Brothers in Arms," which he wrote with Ned Washington. This team's composition, "Do Not Forsake Me, Oh My Darlin'," copped the Oscar last year. . . . Dolores Hope profiles hubby Bob in the November issue of "Woman's Home Companion" and reveals that she alone prevailed upon the comic "not to bob his nose when urged to do so by his agent and friends." . . . Last year the 134 items bearing his name earned about $22,000,000 for Roy Rogers Enterprises. However, since Roy's entrance into TV last January this total has increased so rapidly that the cowpoke's financial advisers, Osborne & Ward, believe the 1953 sales figure will hit the $30,000,000 mark.



Robert Q. Lewis

☆ ☆ ☆

Burr Tillstrom's NBClever "Kukla, Fran & Ollie," with last Sunday's program, celebrated its sixth anniversary on TV. The Kuklapolitan Players have figured prominently in almost every phase of RCA-TV development and experiments since 1939 and last August were featured in RCA compatible color telecasts. . . . Joseph Schildkraut has arrived in N.Y. from Hollywood to "host" a new weekly dramatic series, "DuMont Presents Joseph Schildkraut," which will preem next Wednesday at 8:30 P.M. Ray Benson produces with Barry Shear handling the directorial reins. . . . Gloria deHaven, former M-G-M star, who started her professional career as a vocalist with Bob Crosby's band, will make her TV debut next Tuesday at 8:00 P.M. when she'll guestrill on Bob Hope's initial telecast of the season. Jim Jordan, Jr. (son of Fibber & Molly), will direct the series.

☆ ☆ ☆

LOTSA DOTS . . . 38-year-old Fred Coe, producer of "Mr. Peepers," "Bonimo" and "Playhouse" (Philco and Goodyear) is NBCelebrating his eighth year. . . . PSI-TV will handle sales and distribution of "Readers Digest Theatre" TV series, currently being filmed by Chester Erskine Productions at the Hal Roach Coast studios. . . . Sylvania's third annual TV Awards will be made at the Hotel Pierre in New York on Dec. 1, Deems Taylor again heading the Committee of Judges. . . . Sally & Marvin Clark, whose platter of "Game of Broken Hearts" was the hill-billy sensation three years ago, have another potential hit parader in their arrangement of "Little Sweetheart of the Mountains," the rural ditty of 20 years ago.

Barnett

(*Continued from page* 1)

gates, representing studios, laboratories, theatres, equipment manufacturing concerns and servicing organizations, will return to their respective headquarters armed with new knowledge for the continued improvement of motion picture entertainment.

Among the top highlights of the convention, he stated, were the adoption of tentative working standards for composite multi-track sound reproduction equipment and the outlining of problems to be solved and the pitfalls to be avoided in the production and presentation of 3-D pictures.

Fall Releases

(*Continued from page* 1)

issues and foreign product to fill out their programs.

A year ago, October-December releases announced by the various companies were as follows: Allied Artists, 10; Lippert, eight; Columbia, 13; M-G-M, eight; Paramount, nine; Republic, seven; RKO Radio, seven; 20th-Fox, 15; United Artists, six; Universal, 12; Warner Brothers, seven.

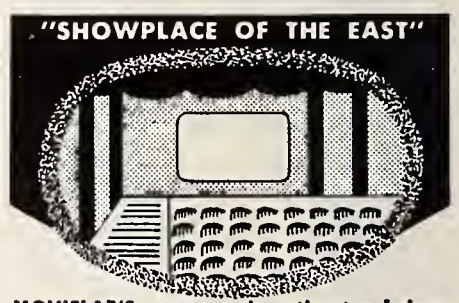
This year, announcements to date are as follows: Allied Artists, nine; Columbia, three; Lippert, three; M-G-M, seven; Paramount, five; Republic, three; RKO, eight; 20th-Fox, eight; United Artists, 12; Universal, seven, and Warner Brothers, four.

Polaroid Sets Plans

(*Continued from page* 1)

ing that the Vectograph process will be the "mechanical solution to 3-D," estimate that the system should be fully developed and ready for use within months. The process, it was stated, requires no addititional equipment on the standard projector and eliminates the possibility of faulty projection. Seen with polarizing spectacles, it employs a right and left eye image on a positive print.

Wide interest in the process was evidenced by major studios during the recent visit to Hollywood of Dr. Edwin H. Land, Polaroid's president. Special enthusiasm, it was stated, was evidenced by Paramount, Warner Brothers and Metro-Goldwyn-Mayer.



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SOME STRAIGHT TALK ON 3-D AND WIDE SCREEN PROJECTION

"How much *more* light do I need for my new movie system?" That's the question everyone's asking today. Now is the time for specific, *factual* data on light requirements for 3-D and expanded screen projection.

With this need in mind, research and development engineers of National Carbon Company have collaborated on a treatise on screen light for the new motion-picture systems.

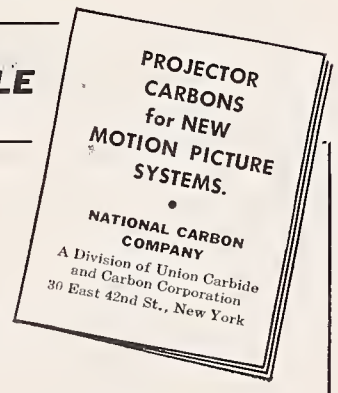
HERE'S WHAT THIS FREE BOOKLET CONTAINS:

- Range of screen sizes suitable to each of the new "National" lighting carbons listed below for 3-D and wide-screen projection.
- Answers, based on original research, to many of the projectionist's problems, presented in a form he can easily apply to his own physical set-up.
- Information *anyone* can use for a better understanding of the lighting problems peculiar to exciting new stereoscopic and wide screen systems.

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VOL. 74. NO. 73 NEW YORK, U. S. A., WEDNESDAY, OCTOBER 14, 1953 TEN CENTS

Terms Approved

Salesmen Vote New Pact; To Get $5 Raise

$1 A Day Increase for Road Expense Allowed

NEW ORLEANS, Oct. 13.—The Colosseum of Motion Picture Salesmen, in convention here, approved the recommendation of its executive board to accept a new proposed contract with distributing companies calling for a wage and expense allowance increase.

The new pact would give a $5 a week across-the-board salary hike for all film salesmen, plus a $1 per day increase for on-the-road expenses, raising the allowance from $9 to $10 a day. City salesmen would re-

(*Continued on page 6*)

Columbia's Division Managers in 2-Day Meeting in N. Y.

Columbia Pictures has scheduled a two-day division managers meeting at the Warwick Hotel here tomorrow and Friday, it was announced yesterday by A. Montague, general sales manager, who will preside at both sessions. Attending in addition to the division managers will be key home office sales executives and department heads and a representative of the Canadian organization.



A. Montague

High on the agenda of the meeting

(*Continued on page 10*)

Van Fleet to Be TOA Banquet Speaker

Gen. James A. Van Fleet, U.S. Army, retired, and a member of 20th Century-Fox's board of directors, will be the principal speaker at the "President's Banquet," which will climax the Theatre Owners of America's annual convention in Chicago on Nov. 5 in

(*Continued on page 4*)

Three of Paramount In 2-D and in 3-D

A. W. Schwalberg, president of Paramount Film Distributing Corp., yesterday announced at the meeting of division managers that because of the many requests from exhibitors and exhibitor organizations, Paramount is making available immediately prints on "Sangaree," "Those Redheads from Seattle" and "Flight to Tangier" for both 2-D and 3-D exhibition.

'Robe' 4-Week Gross Hits $3,000,000

Twentieth Century-Fox's "The Robe" had grossed $3,000,000 at the close of business Monday after being in release about four weeks in 25 situations, the company disclosed yesterday, claiming a new world box-office record.

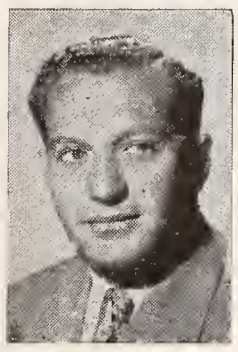
Recording a total gross of more than $1,000,000 alone in its New York Roxy engagement in four weeks, the company reports that "The Robe" is grossing commensurate earnings in other playdates.

By the end of this week, the picture will be playing in 31 key theatres. It opened yesterday at the Paramount in Syracuse and will open

(*Continued on page 10*)

Ben Kalmenson to Preside at W. B. Sales Meetings

CHICAGO, Oct. 13.—Ben Kalmenson, Warner Brothers vice-president in charge of distribution, will preside over a two-day sales meeting of the company's district managers beginning here tomorrow at the Blackstone Hotel. Warner product for release during the next four months will highlight the conferences.



Ben Kalmenson

Productions to be discussed include "So Big," starring Jane Wyman, Sterling Hayden and Nancy Olson;

(*Continued on page 10*)

MPAA, Argentina End Film Pact Talks

WASHINGTON, Oct. 13.—Officials of the Argentine government and the Motion Picture Association of America today wound up two days of conversations here looking toward a

(*Continued on page 6*)

For Export Data

SIMPP Okays Foreign Field Service Plan

Move to Market Product Abroad Is Deferred

HOLLYWOOD, Oct. 13.—Members of the Society of Independent Motion Picture Producers today unanimously approved inauguration of a complete and thorough foreign field information program as advanced by president Ellis Arnall and his staff. Arnall and his aides will immediately begin collecting data and make arrangements for a tour of world film capitals to get up-to-the-minute information concerning licenses, export and monitary restrictions and foreign distributors.



Ellis Arnall

Ultimately, the independent Motion Picture Export Association, export

(*Continued on page 4*)

L. A. Theatre Case To Supreme Court

WASHINGTON, Oct. 13.—The Supreme Court was asked today to rule that a Los Angeles District Court erroneously dismissed without trial a triple-damage counter-claim brought by Partmar Corp. against three Paramount companies.

Partmar had filed the counter-claim, charging that Paramount has been engaging in an unlawful conspiracy, after Paramount had brought suit in 1947 against Partmar—the lessee of

(*Continued on page 6*)

Wilkinson Reelected Conn. MPTO Head

NEW HAVEN, Oct. 13.—George H. Wilkinson, Jr., of Wallingford, was unanimously reelected president of the Motion Picture Theatre Owners of Connecticut at a luncheon-meeting here. Irving C. Jacocks, Jr., of Bradford, and Herman M. Levy,

(*Continued on page 4*)

Significant Victory

Supreme Court Agrees To Hear Censor Appeal Case

By J. A. OTTEN

WASHINGTON, Oct. 13.—The Supreme Court has agreed to take another look at the power of the states to censor film showings. The justices agreed to hear an appeal challenging the right of Ohio to ban the showing of the film "M." The appeal was brought by the film's distributors, Superior Films, Inc. The Ohio Supreme Court upheld the action of Ohio's censors banning the film as "harmful."

The high court's decision to review the Ohio court ruling could open the way for a significant victory for the industry in its fight against state censorship. Motion Picture Association officials were jubilant over the action. The industry has been trying to get the court to expand on its ruling in "The Miracle" case, when it held that New York State could not censor films as "sacrilegious." The industry would like to see all prior censorship struck down as unconstitutional.

The "M" case will be argued late

(*Continued on page 4*)

British Industry To Honor Zukor

LONDON, Oct. 13. — Adolph Zukor, chairman of the board of Paramount Pictures, will be guest of honor at a banquet and ball to be given by the industry here at the Mayfair Hotel on Oct. 29.

In addition, Zukor will attend the Royal Film Performance at the Leicester Square Odeon on Oct. 26 and will be entertained by the Cinema Veterans here on Oct. 30.

Personal Mention

HAROLD MIRISCH, Allied artists vice-president, has returned to Hollywood from London.

•

ADOLPH ZUKOR II, grandson of the Paramount Pictures chairman, and son of EUGENE ZUKOR, also of the Paramount organization, has arrived in Europe from New York.

•

ERNEST J. COMI has been named general manager of Capitol Theatre Supply, RCA distributors in the Boston area.

•

SAL ADORNO, SR., 75, manager of M & D Theatres, Middletown, Conn., is observing his 45th year in the industry.

•

JERRY ZIGMOND, United Paramount Theatres Western division manager, is in San Francisco today from Hollywood.

•

FRANCES LANE, of the M-G-M exploitation department, returned here yesterday from a cross-country tour.

•

EDWARD KLEIN, of Bay State Films, Boston, is in Massachusetts Memorial Hospital there for observation.

•

TED ROUTSON, manager of the Playhouse, Baltimore, has been discharged from Sinai Hospital there.

•

W. A. SCULLY has returned to his home in Florida following a business trip to New York.

•

WILLIAM RICHARDSON, president of Astor Pictures, Atlanta, has returned there from Florida.

•

JACK WEINER, M-G-M press representative in New Orleans, has arrived in New York.

•

AL CROWN, RKO foreign manager, arrived in Bombay, India, yesterday from Calcutta.

•

ROBERT ROSSEN, writer-producer, will leave New York today for Europe.

•

DAN S. TERRELL, M-G-M publicity director, has left New York for a vacation.

•

NUNNALLY JOHNSON, writer-producer, has arrived here from Europe.

Reiner Returns from Trip to the Continent

Manny Reiner, foreign sales manager of Samuel Goldwyn Productions, has arrived in New York after a three-week visit to Bonn, Cologne, Frankfurt, Berlin, Munich, Dusseldorf, Rome, Brussels and Paris, where he attended the premiere openings of "Hans Christian Andersen" and conferred with RKO Radio branch managers. This trip culminates seven months of worldwide travel in connection with "Andersen."

Awards for Skouras, Perlberg, Seaton

Three industry personalities have been singled out to receive Christopher Awards for the third quarter of this year. Spyros Skouras, president of 20th Century-Fox, received the citation for the CinemaScope production of "The Robe." Awards also were presented to producer William Perlberg and writer-director George Seaton for their Paramount production, "Little Boy Lost," starring Bing Crosby.

In the television field, awards went to producers William McAndrew and James Fleming, writer Arthur Holch and director Charles Christenson for their work on NBC's "Assignment Tomorrow," the Aug. 23 panorama of top news events of the last eight years. Dr. Frances Horwich received an award for her NBC "Ding Dong School," as did producer Judith C. Waller and director Rainald Warrensmith, Jr.

Women's Club Federation Awards Scroll to Skouras

A special scroll honoring Spyros Skouras and the first CinemaScope production, "The Robe," will be presented today to the president of 20th Century-Fox by the motion picture committee of the General Federation of Women's Clubs.

Mrs. Dean Gray Edwards, chairman of the national organization's motion picture division, will make the presentation at the company's home office.

Film Board Honors William P. Murphy

Members of the New York Film Board of Trade yesterday gave a luncheon at the Hotel Astor in honor of William P. Murphy, who recently resigned as local branch manager for Republic to become Southern division manager and film buyer for B. S. Moss Theatres.

Murphy, who starts his new duties next week, was presented with a scroll by his hosts.

Friedman Will Join M-G-M in Canada

Chester Friedman will join M-G-M, beginning next Monday, as press representative for M-G-M, Ltd., of Canada, it was disclosed here yesterday by Howard Dietz, vice-president and director of advertising-publicity. For the past six years, Friedman has been editor of the "Showmandiscr" section of "Boxoffice" magazine.

Friedman will succeed Arthur Manson, resigned, and will work under the supervision of Emery Austin, exploitation manager for M-G-M, out of the company's Toronto headquarters.

Col. Dividend $1.06¼

HOLLYWOOD, Oct. 14.—Columbia Pictures, at a board of directors meeting held here, declared a quarterly dividend of $1.06¼ per share on the $4.25 cumulative preferred stock of the company, payable Nov. 16 to stockholders of record on Oct. 30.

5th Independent Film Bought by 20th-Fox

HOLLYWOOD, Oct. 13.—"Man Crazy," feature starring Neville Brand and produced and written last November by Philip Yordan and Sidney Harmon under the Security Pictures banner, has been purchased by 20th-Fox for distribution. It is the company's fifth deal in the last year for outside product, other producers being Leonard Goldstein, Edward L. Alperson, Bert Friedlob and Andrew Stone.

Company Heads Will Aid UJA Benefit

Barney Balaban, Nate J. Blumberg, Jack Cohn, Nicholas M. Schenck, Spyros Skouras and Albert Warner have agreed to serve as honorary chairmen of the advisory council for the forthcoming 20th annual "Night of Stars," which takes place at Madison Square Garden on Nov. 23. Proceeds from the benefit show will go to the United Jewish Appeal, to further its work of Israel resettlement and refugee relief.

Assurances are said to have been given executive director Samuel Blitz by most of the major studios that as many of their top stars as will be available will be flown to New York to participate in the performance.

Page, Circuit Owner In Louisiana, Dead

NEW ORLEANS, Oct. 13. — W. W. Page, head of the amusement company which bears his name operating a circuit of theatres in Louisiana, died in sleep at his home in Robeline, La., on Saturday night. Surviving are his widow, Mary; daughter, Becky, and one grandchild.

Edward A. Bonns, 65, Dies in San Francisco

SAN FRANCISCO, Oct. 13.—Edward A. Bonns, 65, industry veteran, died suddenly at his home here of a heart attack. He retired from business a month ago when he resigned as manager of the Enean Theatre, Concord, Calif., for the Blumenfeld Theatres chain. Bonns was with Warner Brothers on the East Coast for many years; also worked as exploitation man for Universal Pictures. There are no survivors. Burial took place in San Francisco.

Irving Barker Passes

ALBANY, N. Y., Oct. 13.—Irving H. Barker, 71, director of the New Theatre in Hoosick Falls, who was found dead in a chair at his home, was buried in Albany Rural Cemetery on Monday.

Kopp Services Held

HOLLYWOOD, Oct. 13.—Funeral services were held yesterday for Robert E. Kopp, 41, attorney and partner in the law firm of Gang, Kopp and Tyre. Kopp, specialist in entertainment field contract law, died Friday of lukemia. He was at one time resident counsel for M-G-M here.

British Trade Meets Again on Future Of Eady Tax Plan

By PETER BURNUP

LONDON, Oct. 13.—The four British film trade associations met here today in their continuing effort to agree on a basis for continuance of the Eady Plan voluntarily. Some progress was reported to have been made but no formal announcement was issued.

The meeting was held in consequence of a conference of trade leaders last week with Sir Maurice Dean of the Board of Trade, who reminded them that they have only three weeks remaining in which to agree upon voluntary action, failing which, the government has warned it will move to put the Eady Plan on a statutory basis.

Say 3 Million Pounds Needed

British producers insist that they will require £3,000,000 annually from the Eady funds but have submitted no balance sheets to exhibitor representatives to justify the figure. Exhibitors counter that the box-office yielded only £2,750,000 to the Eady fund this year and that the difference; if the producers' figure is to be accepted, must be made up by the government either as a subsidy to producers out of the Exchequer Fund, or in a reduction of the entertainment tax to a degree which will enable exhibitors to meet the present levy.

Since a direct, government subsidy to production appears to be out of the question at this time, exhibitors say they will agree to any levy which leaves them in the black. This, in turn, demands a reduction in the entertainment tax scale.

F. W. Allport, Motion Pictures Association of America representative here, returned from New York ahead of schedule to observe developments in the Eady last-minute endeavors. One thing which demands his immediate attention is the "break-figure" controversy with exhibitors which arises in Eady debates.

Would Drop Old Formula

Exhibitors demand that the old break-figure formula be abandoned. They are reinforced in the demand by the J. Arthur Rank break-away. Rank has said that he favors individual dealings with his customers in the matter of film rentals. American renters hitherto refused to concede the point.

One of Allport's immediate concerns will be to discuss with the American group here some way of accommodation in the vexed matter of individual trading with the customer.

Exhibitors are in an extremely truculent mood in that regard. They will assuredly raise the point forcefully in their talks with Government officials over Eady. They are definitely in the mood of accusing American film salesmen of endangering Anglo-American relations. And that is an extremely touchy business this side just now.

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THE BIG NEWS

THE BIG HIT!



KISS ME KATE

THEATRE TRADE SHOWS—OCT. 26

Important To Read This!

We have planned the Theatre Trade Shows of M-G-M's marvelous color musical "KISS ME KATE" in a manner suited to the stature of this famed musical hit of two continents.

The Theatre Trade Shows make it possible for showmen to see how "KISS ME KATE" is presented in both 3-D and flat, with wide screen and stereophonic sound, in full color glory.

At the Theatre Trade Shows, with audiences, you will realize how M-G-M, creator of the screen's greatest musicals, has immortalized another great stage property in a screen production rich with its famed songs, eye-filling in its spectacular beauty, Big in its renowned entertainment qualities. See it and enter M-G-M's "Lucky 7" showmanship contest for Big Money Prizes!

M-G-M presents "KISS ME KATE" starring Kathryn Grayson • Howard Keel • Ann Miller • with Keenan Wynn • Bobby Van • James Whitmore • Kurt Kasznar • Screen Play by Dorothy Kingsley • Based upon the play produced on the stage by Lemuel Ayers and Arnold Saint Subber • Music and Lyrics by Cole Porter • Play by Samuel and Bella Spewack • Photographed in Ansco Color • Print by Technicolor Directed by George Sidney • Produced by Jack Cummings

THE COMING INDUSTRY EVENT IS M-G-M's FIRST CINEMASCOPE PRODUCTION
"KNIGHTS OF THE ROUND TABLE" *(Technicolor)*

Van Fleet

(*Continued from page* 1)

the Conrad Hilton Hotel. The banquet, to which company presidents have been invited, will be attended by TOA representatives and those of the Theatre Equipment and Supply Manufacturers Association and the Theatre Equipment Dealers Association.

General Van Fleet served in both World Wars and commanded United Nations forces in Korea. He holds top decorations of five countries.

In announcing the general as the banquet speaker, Alfred Starr, TOA president, said: "We are particularly happy to have such an outstanding American of worldwide reputation and respect as the principal speaker to climax what I'm sure will be the largest and most important convention and trade show in the history of the motion picture industry."

Reelect Wilkinson

(*Continued from page* 1)

of New Haven, were likewise unanimously reelected treasurer and executive secretary, respectively.

Two new members of the board of directors were elected, Harry Feinstein of New Haven and Albert M. Pickus of Stratford. The balance of the board reelected included E. Michael Alperin of Southington; Louis A. Brown of Hamden; Harry Browning of Boston; B. E. Hoffman of New Haven; Jacocks; Arthur M. Lockwood of Winsted; Samuel Rosen and Harry F. Shaw of New Haven; Sam Weiss of Stamford, and Irwin Wheeler of New Canaan.

Will Hear 'M' Case

(*Continued from page* 1)

this year or early next year, with a decision unlikely for a month or more following the argument.

The justices did not act on another film censorship appeal, one challenging the right of New York State censors to ban the film "La Ronde" as "immoral." The justices might act on this appeal in the next few weeks, or might wait until the court reaches a final decision in the "M" case.

In another interesting action, the high court refused to review a case in which a North Carolina drive-in operator challenged a local "blue law," banning film showings between certain hours on Sunday. The state courts had upheld a Charlotte city ordinance to this effect, and the high court dismissed an appeal from these state decisions on the ground that there was no "substantial federal question" in the case.

The court agreed to decide whether the Federal Communications Commission can ban radio and television "giveaway" shows. The FCC had appealed to the high tribunal after a special three-judge federal court in New York struck down most of a set of Commission rules aimed at doing away with giveaway programs. NBC, CBS and ABC all are urging the Supreme Court to uphold the lower court's action curbing the Commission's power.

In the "M" case, the film's distributors claim that Ohio's censorship law is invalid as a prior restraint on freedom of speech and the press and, therefore, violates the First and 14th Amendments. It also claims that the law is unconstitutional because the standards for censorship are vague and indefinite.

The Ohio Supreme Court in a 5-to-2 decision said that the free speech and free press guarantees are not without limit, and that while films could not be banned as sacrilegious, "there still remains a limited field in which decency and morals may be protected from the impact of an offending motion picture film by prior restraint under proper criteria." Despite the distributor's plea that the film was of high and moral purpose and of artistic execution, the majority of the state court found that actually much of the film was obscene, immoral and tends to promote crime.

Brought by Drive-in Operator

The test of the North Carolina blue law was brought by Charles B. McGee, operator of the North 29 Drive-in Theatre in Charlotte. He challenged a Charlotte ordinance, enacted under the authority of the State law, banning film showings between the hours of 6:30 P.M. and 9:00 P.M. on Sunday. He emphasized that a good part of his business comes during those hours, and therefore, the law has the effect of depriving him of his business. He also argued that the Charlotte television station is allowed to operate and show films during those hours, and that therefore the ordinance unfairly discriminates against theatre owners.

SIMPP

(*Continued from page* 1)

arm of the Society, will engage in selling product abroad, but this is now deferred by a vote of members until the information program is completed.

Twenty-five producers and representatives gathered at a luncheon-meeting at the Beverly Hills Hotel and were told by Arnall: "It is my belief that independent producers have a great opportunity to move into a dominant position in production of quality motion pictures. Unsettled condition of the industry holds a real challenge for the independent producer who courageously determines to supply the need for superior pictures of outstanding entertainment value. The future presents many problems, but they can be solved. Independent production holds the answer to most of them."

Sees Prosperity for Independents

Independent producers face the greatest era of prosperity, Arnall said prior to his departure for Atlanta. He based his forecast on the reduction in the number of pictures by majors and the demand by exhibitors for more product, plus the necessity for somebody "to supply the market."

As majors' backlogs exhaust themselves, financing for independents will ease up, he said. "I am very optimistic about the future of independent production."

He said, "At long last, the most fruitful field of picture-making will be the independent field. Why, even majors are going into independent production through setting up different companies."

NEXT WEDNESDAY THE FIRST OPENING
WOMAN-APPEAL ATTRACTION SINCE
BELINDA' — EDNA FERBER'S PULITZE
"SO

Set Exhibitor Group In Campaign for Rogers Hospital

Moe Silver, Stanley Warner executive, who is national exhibitor chairman for the Will Rogers Memorial Hospitals' annual Christmas Salute, announced here yesterday that a full complement of exhibitors has been appointed in every exchange area for the 1953 campaign.

"This year's Salute drive for funds to 'help care for our own' opens tomorrow, Oct. 15, with most distributor and exhibitor chairmen holding kick-off meetings," said Silver. "The goal this year is $250,000 with all of us pledged to reach it. We will appeal to every man and woman employed in our industry for signatures and contributions, seeking a minimum of 'one hour's pay' from every individual."

The national exhibitors committee for the Christmas Salute comprises: Albany, Saul Ullman and Charles Smakwitz; Atlanta, E. E. Whitaker and John W. Harrell; Boston, Charles Kurtzman; Buffalo, George McKenna; Charlotte, Scott Lett; Chicago, Jack Kirsch; Cincinnati, Philip Chakeres; Cleveland, Bert Lefkowitz; Dallas, William J. O'Donnell; Denver, William Hastings; Des Moines, Leo Wolcott; Detroit, Jim Sharkey and Art Robinson; Florida, Guy Kenimer; Indianapolis, Marc Wolf; Kansas City, Elmer Rhoden, Jr.; Los Angeles, Milton Hossfeld; Memphis, Herbert Kohn.

Also, Milwaukee, Ben Marcus; Minneapolis, Tom Burke; New Haven, Harry Feinstein and Harry Shaw; New Orleans, Henry Plitt; New York, Charles B. Moss; Oklahoma City, Morris Lowenstein and Ralph Drewry; Omaha, Glenn K. Slipper; Philadelphia, Ted Schlanger; Pittsburgh, Harry Handel; Portland, Tom Walsh and Art Adamson; St. Louis, Edward B. Arthur; Salt Lake City, Arthur Jensen and Roger Mendenhall; Seattle, Bill Conner; Washington, Morton Gerber.

Small Businessmen's Unit Within FTC Is Suggested

CHICAGO, Oct. 13. — Federal Trade Commission Chairman Edward F. Howrey suggested today that a separate small business division be established within the commission to work on complaints by small firms.

"One of the principal complaints of small businessmen," he told the convention of the National Association of Retail Druggists, "is the mystery and delay surrounding their requests for action against unfair competitors or other suspected (anti-trust law) violators. They say they drop their complaints in the hopper and never hear from them again unless and until a formal complaint is issued. One of the duties of the small business division would be to keep small concerns informed and to expedite the movement of their matters through the commission."

Howrey also suggested that the FTC's investigating activities be "improved and expanded."

Meanwhile in Washington, Attorney General Brownell announced that his special anti-trust study committee has gotten off to a fast start. He said the committee has broken its work down into various sub-committees, and that a first meeting of all groups will take place here tomorrow to go over agenda and work up a final study plan. He said the committee would probably recommended some anti-trust law changes, but that this did "not mean that enforcement of existing anti-trust policies will be relaxed."

Three Suggestions Advanced

Among suggestions likely to be put before the study committee are many of those which have been offered in Congress in recent years: To give Federal courts discretionary authority to award less than treble damages in private anti-trust suits; to increase the fine in government suits; and to give the Justice Department subpoena powers in connection with its preliminary investigation work.

Brownell also said that a drive is on in the anti-trust division to clean up long-outstanding cases and make the division's workload as nearly current as possible. Heavy emphasis will continue to be put on working out consent decree settlements, he declared. "I think consent decrees should be used whenever an honest decreed can be obtained," the Attorney General said.

Rogers Hospital Gets Croy 'First Copies'

Homer Croy, author of "Our Will Rogers," informal life story of the humorist, this week donated first copies of the book to the Variety Clubs-Will Rogers Memorial Hospital at Saranac, N. Y. Accepting for the hospital were Abe Montague and Fred Schwartz.

Stanley Warner's Board Expanded From Five to Six

WASHINGTON, Oct. 13. — The by-laws of the Stanley Warner Corp. have been changed to expand the board of directors from five to six persons, according to a company statement filed with the Securities and Exchange Commission.

The six directors, it was stated, will be divided in two classes, one three-man group holding office until the annual meeting in 1954 and the other group holding office until the 1955 annual meeting.

UA Will Distribute 'Yesterday, Today'

"Yesterday and Today," producer Abner J. Greschler's 60-year cavalcade of the movies, narrated by George Jessel, has been acquired for release by United Artists.

Including scenes from motion pictures from 1893 to 1953, "Yesterday and Today" presents famous screen stars in some of their greatest roles, among them Douglas Fairbanks, Sr., Mary Pickford, Marie Dressler, Lon Chaney, Harold Lloyd, Tom Mix and Rudolph Valentino.

Alexander Flies East

HOLLYWOOD, Oct. 13.—Arthur Alexander, of M. & A. Alexander Productions, left here by plane today for Eastern conferences on TV film distribution.



Film Pact

(Continued from page 1)

new film agreement permitting some remittance of U. S. earnings from Argentina.

A MPAA spokesman said that "there has been no definite decision" and that further exchanges would be necessary. However, he emphasized that the meetings here yesterday and today were conducted "in a very friendly atmosphere, like the British talks."

Representing the Argentine government was Raul Apold, Secretary of Information. Sitting in for the MPAA were president Eric A. Johnston, vice-president Ralph Hetzel and Western Hemisphere manager Robert Corkery.

Aim of the meetings was to reach a new agreement setting out terms for bringing American films into Argentina and for getting out—for the first time in many years—some of the American film earnings there.

Apold will return to Argentina tomorrow to report on the meetings, and, according to the MPAA spokesman, "He'll be in touch with us again later." This MPAA official said he did not know whether Apold would return to the U.S. later, whether Corkery or some other MPAA official would go to Argentina, or whether future negotiations would be carried on by cable and letter.

Apold was the guest of the MPAA at a dinner and screening tonight. Top State Department and embassy officials were invited to the affair, which featured a showing of Walt Disney's "The Living Desert."

Johnston Leaves Today for French-American Talks

WASHINGTON, Oct. 13.—Motion Picture Association of America president Eric A. Johnston will leave New York tomorrow afternoon for Paris to conduct further negotiations on French-American film problems.

An MPAA official said that Johnston's future itinerary—whether he goes to Italy, Spain or other European countries where there are now film problems—will be fixed after he arrives in Paris and will depend on how difficult the French negotiations prove.

S. F. Ditcham, 69; UK Film Executive

LONDON, Oct. 13.—Sinclair F. Ditcham, 69, distribution executive whose career went back to the early days of the industry, died here following a lung operation.

Ditcham started with Buffell's Imperial Bioscope and ultimately held important positions with Gaumont, International and First National. After serving with the European Motion Picture Co., he later became managing director of Universal Pictures, Ltd., and of General Film Distributors. He retired in 1946.

RKO Sets Release On 3-D 'Duck'

Walt Disney's 3-D Donald Duck cartoon, "Working for Peanuts," will be available for bookings the latter part of this month, it was announced here yesterday by Sid Kramer, RKO Radio short subjects sales manager. General release of the cartoon has been set for Nov. 13.

L.A. Theatre Case

(Continued from page 1)

the Los Angeles Partmar Theatre, which was owned by Paramount.

Partmar attorney Russell Hardy told the high court that the Los Angeles court had decided to try the eviction suit first and then try the counter-claim separately. Consequently, Hardy said, Partmar did not introduce any evidence in support of its conspiracy charge during the eviction trial. At the end of the trial, however, Hardy explained, the District Court denied the eviction suit and at the same time threw out the counter-claim, finding that no conspiracy existed. The Ninth Circuit Court of Appeals upheld the lower court.

Jackson Chance in Rebuttal

Jackson W. Chance, Paramount attorney, told the court that in order for the lower court to have thrown out the eviction suit it would have had to find that no conspiracy existed. He explained as a result of the Paramount case decisions, the company was confused about the legality of its lease and franchise agreement with Partmar. In order to get clarification, he said, Paramount brought the eviction suit.

"We had to go to trial to get clarification," he said, adding that the lower court had found the franchise and the lease valid, thus permitting Partmar to keep its lease. "If the judge found no conspiracy," he said, "then he properly disposed of the counter-claims for damage."

Chance said that Partmar has accepted the part of the lower court decision in its favor, that is, the part permitting it to keep the theatre. Then, he continued, it came before the Supreme Court "saying there was a conspiracy and the lower court should have tried the counter-claims."

Hardy declared that Paramount had cancelled the franchise after the lower court decision and that Partmar "had received no benefits from the franchise." In addition, he said, the burden of proof or disproof of conspiracy had rested on Paramount during the lower court trial.

Operated by UPT

The Partmar Theatre has been operated by United Paramount Theatres for the past two years, when the lease held by Partmar Corp. expired.

Only absentee from the bench was Justice Jackson. All justices present took an active part in the questioning of the two attorneys, including Chief Justice Warren.

Partmar Corp. is wholly owned by Fanchon and Marco, Inc. The counter-claim suit was brought against Paramount Pictures, Paramount Theatres, Paramount Film Distributing Corp., Charles Reagan, Barney Balaban and Y. Frank Freeman.

Glowmeter Makes Screen for Hall

A new 70 feet wide and 33 feet high screen has been ordered by Radio City Music Hall, it was disclosed here yesterday by the Glowmeter Corp., manufacturers of the Magniglow Astrolite fabric.

William B. Russell, vice-president in charge of sales for Glowmeter, also said his firm is manufacturing a 120 feet by 48 feet screen for the Hall, which he claims is to be the largest motion picture screen in the world. He said the huge screen would be used for such projection as CinemaScope, while the smaller screen would be for standard films.

Confirmed by Theatre

A Hall spokesman confirmed the order on the smaller screen, but said that, as yet, no decision has been reached on the very large screen.

Glowmeter disclosed that it is now tooling a plant in North Tonawanda, N. Y. The finished product for the Astrolite screen, it was explained, is done by the Radiant Manufacturing Corp. of Chicago.

TOA Affiliate Sets Memphis Meet Dates

MEMPHIS, Oct. 13.—The annual convention of the Motion Picture Theatre Owners of Arkansas, Tennessee and Mississippi has been set for Dec. 7-9. Sessions will be held at the Hotel Gayoso in Memphis for this TOA affiliate. Leon Roundtree, president, said a board meeting will be held later this month to plan a program. National speakers will be invited, and 3-D, wide-screen, theatre television and taxes will be on the agenda for discussion, he said.

National Film Will Service Walt Disney

National Film Service, Inc., will handle the physical distribution and other aspects of Walt Disney's first True Life Adventure program, "The Living Desert," Leo F. Samuels, general sales manager of the newly-formed Buena Vista Film Distributing Co., announced.

The Buena Vista organization will distribute the program, including actual sales, booking, advertising and publicity coincident with the release of "The Living Desert."

All other exchange functions, including billing, collection, cashiering, servicing of accessories, prints and trailers will be undertaken by National Film Service.

A nation-wide exchange operation, headed by James P. Clark of Philadelphia, National Film Service, has established complete facilities for these functions in its 33 branch offices.

AMPA Showmanship School Starts Nov. 5

The 1953-1954 term of Showmanship School conducted by the Associated Motion Picture Advertisers will open Thursday evening, Nov. 5, at the Hotel Astor. Sessions will be held there every Thursday from 6:15 to 8:00 P.M. Six sessions will be conducted during November and December and six more early in 1954.

The lectures and discussion will be concerned largely with the problems of the integration of advertising, publicity and exploitation into the business of production, financing, distribution and exhibition of motion pictures, as well as to several specialized subjects, including those having to do with the export field.

Salesmen

(Continued from page 1)

ceive a daily expense increase of 75 cents a day, going from $4 to $4.75 a day. Minimum salary for salesmen with 12 months' experience was set at $80 a week. The remaining provisions of the contract will remain the same as those in the existing pact.

Officers of the salesmen's association were reelected. They were Raymond W. Wild, Sr., Dallas, president; James McCormick, Atlanta, first vice-president (newly elected); Glenn Haviland, Seattle, second vice-president; Jack Eckhardt, Chicago, executive secretary, and Edgar E. Shinn, New Orleans, treasurer.

A committee was appointed to investigate a group insurance program for members. The committee will select the most favorable policy among those submitted to the convention by five insurance companies.

District Committeemen Elected

District committeemen were elected as follows: Gordon Bugie, Albany, and Floyd Klingensmith, Pittsburgh, Eastern zone; K. L. Dotterer, Indianapolis, and D. C. Chapman, Central; William Wink, Omaha, and Paul Weiss, Minneapolis, Midwest; Tom McKean, Oklahoma City, and T. P. Thompson, New Orleans, Southern, and Wayne Bateman, Los Angeles, and Bill Tomlinson, San Francisco, Western.

H. B. Mosely of New Orleans was appointed assistant treasurer, Norman Lougee of Chicago, secretary, and L. J. Seidelman of Milwaukee and V. Christian of Dallas, publicity directors.

It was voted to hold the next convention in Chicago at a date to be determined next year.

David Beznor, general counsel of Colosseum, will be in New York this week to implement the action of the convention.

Fregonese Considers A Yugoslavian Deal

HOLLYWOOD, Oct. 13.—Before launching preparatory work in Seville on "A Matter of Life and Death," which he will direct for Leonard Goldstein's Panoramic Productions, Hugo Fregonese revealed he will fly to Zagreb, Yugoslavia, to confer with Christian Petanjek, film production chief over there, on a package deal offered the director.

Petanjek, who recently saw "Pampa Barbara" and "When Words Fail," which Fregonese directed in Argentina in 1947 but which are only now showing in Yugoslavia, has offered to deposit the director's salary as well as that of any stellar names he can bring, in a New York bank. The producer wants Fregonese to direct "Alexander the Great."

2-D Treatment for 'A Star Is Born'

HOLLYWOOD, Oct. 13.—Warner's "A Star Is Born," originally announced for 3-D and then for anamorphic WarnerScope process, started filming yesterday in 2-D and big screen. Jack L. Warner announced that plans were changed because the musical is an "intimate story" and hence best results can be achieved by not trying to stretch it out to the "enormous area" of WarnerScope.

National Pre-Selling

"WALKING My Baby Back Home" will be represented by color ads in "Look," "Seventeen," "Redbook," "McCall's," "Collier's," "American Weekly," "Parade" and "This Week."

•

"The Robe's" full-color ad which appeared in the New York edition of "Pictorial Review's" Oct. 11 issue gives the reader the impression of looking at a CinemaScope picture. The ad is almost twice as wide as it is high, which makes it necessary to turn the magazine around to read it.

•

Ruth Harbert reports a fascinating story in the November issue of "Good Housekeeping," about Duke, the seeing-eye dog who appears with Michael Wilding and Joan Crawford in "Torch Song." Wilding's role in the picture is that of a blind pianist. Duke, a seeing-eye boxer, soon learned to take commands—"stay," "down," "sit," "come," "forward," "to left," "to right," "pop up (hurry up)" from Wilding.

Duke was supposed to hate Joan Crawford and snarl at her. Joan loves dogs—Duke must have sensed that and refused to growl at her. Fortunately for the director, a boxer's face is naturally rugged-looking, so by dubbing in a growl now and then, the effect on film was achieved.

•

"Elephant Walk," reports "Life," in the current issue, "takes place on a Ceylon plantation whose owner built his manor across the path elephants used from jungle to river." In this episode, a herd of elephants, asserting ancient rights, march through the house, breaking furniture, upsetting kerosene lamps, causing general consternation. The actual shooting of the scene in Hollywood brought consternation to the studio. The script called for a fire in the manor. "Trying to escape the flames, the elephants made for the side lines, scattering assistant directors like flies."

•

Reporting on "Plunder of the Sun," Philip Hartung in the October issue of "Woman's Home Companion" says "It has adventure and mystery in Mexico with Glenn Ford, Patricia Medina and a fine cast with stunning photography of Mexico."

•

Speaking about "Little Boy Lost," in the October issue of "Redbook," Florence Somers reports "The world is topsy-turvy nowadays—serious actors like Laurence Olivier are singing, and singers like Bing Crosby and Frank Sinatra are playing straight roles."

When reviewing "Little Boy Lost," Florence said, "a well handled adult theme, French scenery and a delightful cast makes this a charming picture."

•

"The Living Desert" will receive the "Parents Medal of Special Merit." The announcement will be made in November issue of "Parents' Magazine." The presentation of the medal will be made in Hollywood to Walt Disney by Phil Willcox.

WALTER HAAS

Reviews

"Louisiana Territory"

(RKO Radio Pictures)

RKO-PATHE in celebration of the 150th anniversary of the Louisiana purchase has turned out the first third-dimensional full length documentary. Many of the scenes, done in Pathe color, are arresting. The picture, however, tends to be overlong, lacking somewhat in dramatic content.

A short narrative scene showing Robert Livingston, U. S. Ambassador to France, negotiating with Napoleon and Tallyrand for the purchase of the Louisiana territory opens the film. What follows is the conceit of having Livingston, portrayed by Val Winter, revisit the territory in 1953. He comments on the growth and today's vitality of such cities as Minneapolis, Des Moines, Kansas City, St. Louis, Little Rock and New Orleans.

The greater portion of the film is spent exploring New Orleans, its huge port, its picturesque night life, the old French Quarter, and finally the Mardi Gras. Interwoven in the New Orleans story is a light-weight modern-day romance. The highpoint of the film is the portrayal of the Mardi Gras, the behind-the-scenes preparation and the climax on the day of celebration.

Others in the cast include Leo Zinser, Julian Meister, Phyllis Massicot and Marlene Behrens.

Jay Bonafield and Douglas Travers produced, while Harry W. Smith directed from a screenplay written by Jerome Brondfield. John A. Norling was technical director.

Running time, 65 minutes. General audience classification. Release date, Oct. 15.

MURRAY HOROWITZ

"Flight to Tangier"

(Nat Holt-Paramount) *Hollywood, Oct. 13*

A MIGHTY LIKELY LIST of names and a sensible use of stereoscopy combine to make exploitation easy for a showman playing this Nat Holt production in strikingly brilliant color by Technicolor. The marquee names are Joan Fontaine, Jack Palance, Corinne Calvet and Robert Douglas, and it is a circumstance of special usefulness in promotion of the film that this is the one in which Palance, seen heretofore exclusively as a man of malevolence, turns out to be a good guy and, in fact, gets the gal. In view of the rate at which Palance has progressed in public favor during the past year, his could well turn out to be the key name in the merchandising of the present picture

The story by Charles Marquis Warren, who also directed the picture, is set in contemporary Tangier, a free city, and everybody in it is connected in some way to black market operations of one kind or another, a Tangier industry closely tied in with international intrigue involving, not very clearly but very sinisterly indeed, some Iron Curtain country, some airplanes, and some large sums of money. Miss Fontaine plays an American girl, in Tangier to meet a flyer who appears to have just perished in a wrecked plane. Palance plays his buddy, an American war pilot staying over to fly a few shady assignments for the black market boys. Miss Calvet is seen first as a slinky young woman intimate with the meanies and their operations, although she gets whitewashed later on after she and Miss Fontaine and Palance have escaped, evaded, eluded (and so on) the baddies throughout a pursuit so protracted that the reasons for flight tend to be forgotten before the end is reached and explanations made. The story is strictly an active job.

Running time 90 minutes. General audience classification. For November release.

WILLIAM R. WEAVER

"The Steel Lady"

(Edward Small-United Artists)

A SIMILARITY OF THEME exists between "The Steel Lady" and the John Wayne picture, "Island in the Sky." In both productions a plane is lost, with slim chances of being found and supplies running low. In "Island in the Sky," the locale is snow country, while "The Steel Lady" takes place in the blistering Sahara. In the latter, the men are a more adventurous crew, less realistic and somewhat handicapped by trite dialogue and situations.

The four trapped men had been scouting for oil lands in the desert when they were caught in a sandstorm. They are forced down and the plane is damaged beyond repair. But as luck would have it, the sandstorm also uncovered a German tank which had been buried since the war. So they repair "The Steel Lady" and try to reach a French army post many miles away. One member of the quartet, however, proves to be the villain of the piece and causes them much trouble along the way. Besides being a drunkard, he discovers some jewels hidden in the tank which he plans to keep for himself.

When the tank begins to run low on water, the men reach an Arab encampment on an oasis. What with the Arabs recognizing the old German tank, their knowledge of the stolen gems, one of the crew being shot, a lack of water and general all-around danger, the boys have quite a time of it before they are rescued and their drunken pal proves to be a hero.

Rod Cameron is the star of this melodrama and he plays the leader of the team with conviction. Richard Erdman, as the mechanic (from Brooklyn, of course) does well with the little he's given. Tab Hunter, who is co-starred. plays a radio man with little feeling. The best performance is given by the fourth member, John Dehner, the whisky-lover.

E. A. Dupont directed with emphasis on action. Richard Schayer wrote the screenplay from a story by Aubrey Wisberg. Grant Whytock produced. It is a presentation by Edward Small who has made a number of actionful melodramas recently.

Others in the cast are John Abbott, Frank Puglia, Anthony Caruso, Christopher Dark, Dick Rich, Charles Victor and Carmen d'Antonio.

Running time, 84 minutes. General audience classification. October release.

Lippert Closes New Product Deal for United Kingdom

HOLLYWOOD, Oct. 13.—Robert I. Lippert planed in after a month away from his desk for regional sales meetings on "Sins of Jezebel" and a hop to Europe to discuss co-production deals.

In London, Lippert set a new agreement with James Carreras of Exclusive Films, calling for eight Anglo-American co-productions during the coming year. First of these, "Blackout," (formerly "Murder by Proxy"), is now shooting with Dane Clark starred.

Lippert also set tentative arrangements for other co-production deals on the Continent. He was joined on the overseas trip by William Pizor, his foreign sales chief.

Imperial Acquires Everest Picture

Acquisition of "Climbing Mt. Everest," feature-length documentary in color produced under the supervision of the Swiss Foundation for Alpine Research, by Imperial Film Distributors of America for distribution in the United States and Canada, was disclosed here yesterday by William C. Shelton, president of Imperial. Shelton said that it had not been decided whether the picture would be turned over to a major company for release or handled by his own company.

Climber Is Featured

Tensing Bhotia, who climbed the peak, is featured in the picture which is said to contain the highest authentic footage ever attained by a motion picture camera, 28,250 feet. Winner of the Grand Prix at the recent International Alpine Film Festival in Italy, the production also was selected for showing at the Berlin Film Festival where it won highest honors.

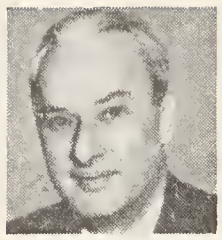
James Ramsey Ullman, author of "The White Tower," has written the English narration for the American presentation. Co-cameraman for the film was Norman G. Dyhrenfurth, professor on leave from the University of California at Los Angeles and said to be the first American to have reached top height on Mt. Everest.

Dr. Clinchy to Speak At NCCJ Dinner

HOLLYWOOD, Oct. 13. — Dr. Everett R. Clinchy, president of the World Brotherhood and of the American branch of the National Conference of Christians and Jews, will be the principal speaker Thursday at the first Motion Picture "World Brotherhood" testimonial dinner, according to Jack L. Warner, chairman for the banquet, which will honor Mervyn Leroy. Louis B. Mayer will make the presentation to Leroy of the Brotherhood citation for work in advancing brotherhood among all men in his 25 years as a film director.

Millard Mitchell Dead

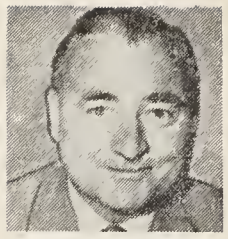
HOLLYWOOD, Oct. 13.—Millard Mitchell, actor whose success on the Broadway stage in the 20's resulted in his being signed for Hollywood roles which he filled for many years, died here today in his 51st year.


EDWARD SPIERS
Indianapolis


W. E. FINCH
Dallas


JAMES MYERS
San Francisco


MILTON LIPSNER
Washington, D. C.


WM. CARMICHAEL
Oklahoma City


MILTON GURIAN
Cincinnati


HOWARD ROSS
Des Moines


NATE DICKMAN
Albany


F. E. DYER
Charlotte


C. J. DUER
Denver


IRVING MARKS
Minneapolis


NAT FURST
New York


JACK FELIX
Portland

"The Exhibitor's Best Friend is his Branch Manager!"

That's how one theatre owner, with a talent for putting a lot of meaning into a few words, describes the vital role the branch manager can play in the success story of the exhibitor.

We believe that this is especially true of the Allied Artists branch manager, for he is encouraged to think of a film sale in terms of your needs ...your profits...your good will.

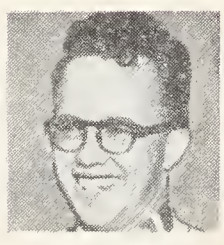
He is about to demonstrate that policy of friendship—and you can too—more convincingly than ever in the forthcoming Allied Artists Branch Managers' National Championship celebration, from October 31, 1953 to January 29, 1954. This unusual testimonial event has been designed to give the honors, as well as the prizes, to your "best friend" in show business. The sales drive in your territory will be given the name of your Allied Artists branch manager. Likewise, the sales drives in all of the other branches will bear the names of their respective managers.

Allied Artists will be sincerely grateful for your support of our company's representative in your territory to help him win the national championship. His genuine desire to merit your friendship will be backed by a lineup of outstanding attractions which promise to yield more boxoffice revenue than any previous product in Allied Artists' exciting history.

Morey R. Goldstein

Vice-President and General Sales Manager


JOHN PAVONE
New Haven


ED CRUEA
Seattle


M. SCHWEITZER
St. Louis


BEN ABRAMS
Boston

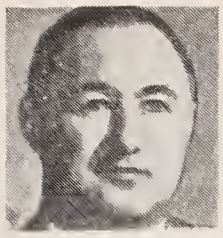

M. J. E. McCARTHY
Los Angeles


RAY COPELAND
Kansas City


NAT NATHANSON
Chicago



ILEY PRICHARD
Memphis



MAX GILLIS
Philadelphia



HENRY GLOVER
New Orleans



SAM SCHULTZ
Cleveland

Allied Artists BRANCH MANAGERS' National CHAMPIONSHIP

OCT. 31, 1953 to
JAN. 29, 1954

Some of the Outstanding Releases Timed for Your Branch Managers Sales Drive!

MARK STEVENS
in **"JACK SLADE"**
with DOROTHY MALONE

"FIGHTER ATTACK" in **Color** starring
STERLING HAYDEN, JOY PAGE, J. CARROL NAISH

IDA LUPINO, HOWARD DUFF in **"JENNIFER"**

"DRAGONFLY SQUADRON" in **3-D**
starring JOHN HODIAK, BARBARA BRITTON, BRUCE BENNETT

LOUIS HAYWARD in **"The ROYAL AFRICAN RIFLES"** in **Color**
co-starring VERONICA HURST

RICHARD CONTE, JOAN BENNETT, WANDA HENDRIX
in **"HOUSE IN THE SEA"**

"THE MAZE" starring RICHARD CARLSON, VERONICA HURST

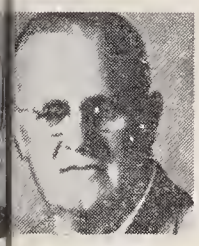
LEO GORCEY, HUNTZ HALL and THE BOWERY BOYS in **"PRIVATE EYES"**

"THE GOLDEN IDOL" starring BOMBA of the JUNGLE
played by JOHNNY SHEFFIELD

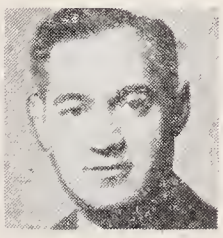
WILD BILL ELLIOTT in **"VIGILANTE TERROR"**

WAYNE MORRIS in **"TEXAS BADMAN"**

"The LITTLE RASCALS"
in The Funniest Shorts
in the World!



J. E. HOBBS
Atlanta



ABE WEINER
Pittsburgh



SOL FRANCIS
Omaha



DON TIBBS
Salt Lake City



NAT LEVIN
Detroit



HARRY BERKSON
Buffala





RAY TRAMPE
OLIVER TRAMPE
Milwaukee

Columbia

(Continued from page 1)

will be a discussion of sales and distribution plans for forthcoming product, headed by "Miss Sadie Thompson," 3-D with color by Technicolor, starring Rita Hayworth and Jose Ferrer with Aldo Ray; "It Should Happen to You," starring Judy Holliday, introducing Jack Lemmon, and co-starring Peter Lawford with Michael O'Shea; and "The Caine Mutiny," Stanley Kramer's Technicolor version of Herman Wouk's Pulitzer Prize-winning novel, starring Humphrey Bogart, Jose Ferrer, Van Johnson and Fred MacMurray.

Also scheduled for a prime position at the meeting is a discussion of further distribution and liquidation plans for the Columbia lineup now in release.

Executives to Attend

Among those attending the meeting from the home office, in addition to Montague, will be: Rube Jackter, assistant general sales manager; Lou Astor, Louis Weinberg and Irving Wormser, circuit sales executives; George Josephs, sales executive; Maurice Grad, short subjects sales manager; H. C. Kaufman, manager of exchange operations; Joseph Freiberg, manager of the sales accounting department; Seth Raisler, manager of the contract department; Vincent Borelli, assistant to circuit sales executives and Sydney Singerman and George Berman, assistant managers of exchange operations.

Division managers present will include Nat Cohn, New York division; S. A. Galanty, Midwest; Carl Shalit, Central division; R. J. Ingram, Southeastern division; B. C. Marcus, Midwest division; Jack Underwood, Southwestern division; I. H. Rogovin, New England division; H. E. Weiner, division manager for Eastern Pennsylvania and Southern New Jersey; L. E. Tillman, Northwestern division; and Harvey Harnick, sales manager of Columbia Pictures of Canada. Also in attendance will be Wayne Ball of Los Angeles and Ben Lourie of Chieago.

Peek Confers on Sound Equipment

HOLLYWOOD, Oct. 13. — J. Eldon Peek, of Oklahoma Theatre Supply Co., Oklahoma City, and Missouri Theatre Supply Co., Kansas City, has arrived here to confer with Magnasync Manufacturing Co. executives on multi-channel sound reproduction equipment to be installed in the commonwealth circuit, Kansas-Missouri, and the Video Circuit, Oklahoma-Texas.

'Robe' Four-Week Gross

(Continued from page 1)

today at the Worth in Fort Worth. It is set for premieres tomorrow in the Denver, Denver; Alabama, Birmingham, and the Paramount, Nashville.

'Robe' Grosses $80,000 For Boston House Mark

BOSTON, Oct. 13.—"The Robe" at Keith's Memorial Theatre here will hit a new record of $80,000 in its first week, according to the management. At $1.50 top, the film opened last Wednesday and benefited from the half-holiday on Monday.

'The Robe' and 'Luther' Still Pacing Chicago

CHICAGO, Oct. 13.—"The Robe," heading for a great $85,000 in its third week at the State Lake, and "Martin Luther," hitting a sensational $21,500 in its third session at the Loop, continued to pace business here, with Cinerama still close to capacity with $45,000 plus in its eleventh stanza at the Palace, "The All-American" and "Golden Blade" turning in a very good opening week of $25,000 at the Roosevelt and "From Here to Eternity" still going strong in its sixth week at the Oriental at over $30,000 for the current session. "Ride, Vaquero" bowed out at the Woods with a weakish $11,000 and is being replaced today by "War of the Worlds." "Wings of the Hawk" and "Fair Wind to Java" are being shunted aside by the McVickers to make way for two repeats in the week preceding the opening of its next first-run program.

Other second week grosses, none too sharp, are $37,000 at the Chicago for "Roman Holiday," $40,000 for "Beggar's Opera" at the Ziegfeld, the Monroe is off to $5,500 in its third week with "The Actress" and the Grand is looking for a fairish $10,000 in the opening stanza of "Plunder of the Sun" and "Spaceways," while "Shoot First" and "The Great Jesse James Raid" are chalking up a good $18,000 at the United Artists to help offset a very rough week last week with "The Moonlighters" and "Kid From Left Field."

'The Robe' Leads B'way Box-Office Parade

"The Robe" at the Roxy again led the Broadway box-office parade, bolstered by the Columbus Day holiday.

The fourth week of "The Robe" was expected to hit a smashing $199,000, exclusive of the admission tax. The total four-week gross, including the admission tax, will be over $1,000,000 at the Roxy, a figure which is claimed to be a world record.

Another excellent grosser, "Mogambo," at Radio City Music Hall, was predicted to hit a sturdy $152,000 for its second week. The long-standing grand performer "From Here to Eternity" was due to register a neat $65,000 for its 10th week at the Capitol.

A healthy $40,000 was seen for the third week of "Little Boy Lost" at the Rivoli, while "Stalag 17" bowed out of the Astor after a fine $18,500 for its 10th week. The current Astor attraction, "Main St. to Broadway," had its premiere yesterday. A fairly good $63,000 was indicated for the second and final week of "Blowing Wild" at the Paramount, which features Louis Armstrong on stage. "So Big" will open at the Paramount next Wednesday.

'Redheads' Replaced

"Those Redheads from Seattle," in 3-D, was replaced Monday by "Torch Song" at Loew's State after racking up a moderate $10,000 for the last six days of its second week. At the Mayfair a good $18,200 was seen for the fourth week of "The Caddy," while a fair $10,000 was reported for the second and final week of "Dangerous Crossing" at the Globe. "Three Girls from Rome" opened at the Globe yesterday. "The Big Heat" racked up a moderate $8,400 for the last five days of its second week at the Criterion, which is now featuring "Devil's Canyon."

Industry Leaders to Welcome Betty Hutton

Many top industry executives are slated to attend the opening engagement of Betty Hutton and the International Show at the RKO Palace here tonight. During the Betty Hutton stage run, the Palace will return to its two-a-day policy.

Among those invited are Barney Balaban, Si Fabian, Harry Brandt, William Brandt, Leonard Goldenson, Harry Kalmine, Joseph Vogel.

RCA to Show New Sound Equipment

CAMDEN, N. J., Oct. 13.—RCA's new magnetic stereoscope soundhead will be demonstrated at the joint annual convention and trade show of the Theatre Equipment and Supply Manufacturers' Association, the Theatre Equipment Dealers Association and the Theatre Owners of America, Nov. 1-5.

In the RCA Victor booth at the Conrad Hilton Hotel, in Chicago, the company will also exhibit new controlled-horn-angle stage speakers, auditorium speakers, and the all-new "Audio-Sync" amplifiers.

Other equipment to be shown include RCA's new wide-arc lamp and latest items of projection equipment, drive-in theatre equipment, and new theatre chairs and carpet.

Before the convention, the theatre equipment section of the RCA engineering products department will hold its theatre supply dealers annual meeting at the hotel on Oct. 30. More than 100 RCA theatre supply dealers, RCA district sales representatives and suppliers, as well as members of the sales division in Camden, will participate in the sales program. Several informal sales clinics will also be conducted during the week of the trade show.

Kalmenson

(Continued from page 1)

"Calamity Jane," color in Technicolor musical starring Doris Day, Howard Keel and Allyn McLerie; "Hondo," a Wayne-Fellows Warner-Color production in 3-D, starring John Wayne; "The Beggar's Opera," Technicolor musical starring Laurence Olivier; "Thunder Over the Plains," WarnerColor, starring Randolph Scott; "The Eddie Cantor Story," Technicolor, with Keefe Brasselle and Marilyn Erskine, produced for the studio by Sidney Skolsky; "The Phantom Ape," in WarnerColor and 3-D, starring Claude Dauphin, Karl Malden, Patricia Medina and Steve Forrest; "The Diamond Queen," a Melson Production in SuperCinecolor starring Fernando Lamas and Arlene Dahl; "The Boy from Oklahoma," WarnerColor, starring Will Rogers, Jr.; "Three Sailors and A Girl," Technicolor, starring Jane Powell, Gordon MacRae and Gene Nelson, and "His Majesty, O'Keefe," Technicolor, starring Burt Lancaster.

District Managers Attend

District managers attending the meet are Norman J. Ayers, Eastern, with headquarters in New York; William G. Mansell, Central, with headquarters in Philadelphia; Robert H. Dunbar, Midwest, Chicago; Art W. Anderson, North Prairie, Minneapolis; Hall Walsh, South Prairie, St. Louis; W. O. Williamson, Jr., Southeast, Atlanta; Ed Williamson, Southwest, Dallas; Henry M. Herbel, West Coast, Los Angeles; Haskell M. Masters, Canada, Toronto, and Robert Smeltzer, with headquarters in Washington. George Lefko, Chicago branch manager, is also attending.

Mort Blumenstock, vice-president in charge of advertising and publicity, arrived here by plane today from Burbank for the meetings. Home office executives present for the confabs include Albert Warner and Samuel Schneider, both vice-presidents; Roy Haines, Western division sales manager; Jules Lapidus, Eastern and Canadian division sales manager; John F. Kirby, Southern division; Norman H. Moray, short subjects sales manager; Ed Hinchy, head of the playdate department; Bernard R. Goodman, supervisor of exchanges; Robert McGuire, auditor of exchanges; Gil Golden, advertising manager; Larry Golob, East Coast publicity director; William Brumberg, field exploitation head, and Charles S. Steinberg, assistant Eastern publicity director.

Gelbspan Now V-P, Sales Head of Roach

Herbert Gelbspan, who has been in charge of the New York office of Hal Roach Studios for several years, has been elected vice-president in charge of sales.

Gelspan has been with the Roach organization for 15 years, having started with the company as a bookkeeper.



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And there, gentle reader, you have the reason why Hollywood has invested more money in the COMPANION during the last seven years than in any other monthly magazine.* **Except, of course, the fan magazines.*

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The Actress .....**MGM**

Take the High Ground .....**MGM**

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Tell 'em that the gals are coming... ...and watch the records fall!

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MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 74. NO. 74 NEW YORK, U. S. A., THURSDAY, OCTOBER 15, 1953 TEN CENTS

Forums Slated

Concessions to Be Accented At TOA Conclave

Schedule Three Sessions For Chicago Meeting

CHICAGO, Oct. 14.—Three sessions concerning theatre concessions will be held in connection with the annual Theatre Owners of America convention here on Nov. 1-5, it was revealed today by Abe Z. Bloom, TOA concessions committee chairman. The meetings will be attended by top theatre concession officials and manufacturers.

The first conference will be held on Sunday, Nov. 1, by the TOA concessions committee, to be followed by a parley of TOA members who wish to discuss their individual problems with the committee. The final and key session will be a forum on Monday afternoon, with a panel of experts from exhibition and manufacturers to give answers and guidance to those with questions.

Bloom said that many independent

(*Continued on page 3*)

Circuits Named In Concessions Suit

Charging failure to pay percentages due from the gross receipts of concessions in five Long Island theatres, owners of the houses yesterday filed suit in New York Supreme Court against Skouras Theatres Corp., Metropolitan Playhouses and Circuit Vendors, Inc., asking $200,000 in damages and an accounting. The theatres had been leased by the owners to Skouras and Metropolitan.

The plaintiffs contend in the action

(*Continued on page 3*)

Indecision on 3-D Reflected on B'way

The indecision regarding the current drawing power of 3-D was reflected on Broadway this week, with the Capitol and Radio City Music Hall undecided on two major attractions, whether they will be played in 3-D or in conventional form.

The Hall has booked M-G-M's "Kiss Me Kate," which will be tested

(*Continued on page 3*)

Republic Talking 'Crazylegs' Deal

George Schaefer, who holds the distribution rights to "Crazylegs—All American," is discussing a releasing deal with Republic Pictures for the production. The deal is reported to be near the consummation stage and may be announced late this week.

Hearings Expedited For Radio and TV By New FCC Policy

WASHINGTON, Oct. 14.—The Federal Communications Commission announced certain changes in its policies designed to expedite the completion of hearings on applications for new radio and television stations.

The changes require each applicant to provide, in advance of a hearing, certain detailed information not now required. This information concerns background and experience of the applicant, proposed programs, equipment, management and staffing and estimated expenses. The FCC said this information would facilitate the work of the hearing examiner and the various parties in arriving at the points at issue in each proceeding.

Meanwhile, the Commission approved applications for three new television stations, in Orlando, Fla., Mason City, Ia., and Cape Girardeau, Mo. This brings to 448 commercial and 22 educational station applications granted since the lifting of the freeze in July, 1952.

Injunction Is Denied Against Milwaukee House on 'Robe'

CHICAGO, Oct. 14.—The Standard Riverside's petition for an injunction enjoining 20th Century-Fox from licensing "The Robe" to the Wisconsin Theatre, Milwaukee, for its first-run in that city was denied today by Judge Julius Hoffman of the U. S. District Court here.

The denial was based on the failure of the Riverside attorney, Emil Levin, to produce evidence of legal precedent or authority for an outside party to enforce the provisions of a decree when one of the parties involved waives rights or permits an exception to the decree's provisions. In this instance the Towne Theatre had waived objection to the Wisconsin, a defendant in the Towne anti-trust case, booking "The Robe" for an extended first-run, although the Towne decree limits first-runs in defendant theatres to two weeks. This led the Riverside to step in after the Wisconsin had won the picture, in an effort to enforce the two-week provision of the decree. In

(*Continued on page 3*)

Tax Repeal Meeting In Pittsburgh Oct. 22

The first regional meeting to discuss the new admission tax repeal campaign will be held in Pittsburgh next Thursday, Oct. 22. Col. H. A. Cole, co-chairman of the Council of Motion Picture Organizations' tax repeal committee, will attend the sessions and outline plans for the new

(*Continued on page 3*)

May Cut Damages

Justice Dept. Would Amend Trust Laws

Endorses Move to Allow Cut in Damage Awards

WASHINGTON, Oct. 14.—The Justice Department has endorsed legislation to give Federal courts discretion to award less than treble damages in private anti-trust suits.

At present, Federal judges must award treble damages whenever an anti-trust suit defendant is found guilty. In the past session of Congress, House Judiciary Committee chairman Reed (R., Ill.) sponsored a bill to permit the judges to award anything from single to treble damages.

The Justice Department has now submitted its views on the bill to the committee. While the department's stand has not been made public, it was learned that Attorney General Brownell has backed the bill with certain safeguarding qualifications.

The department apparently is taking the stand that at present, many

(*Continued on page 3*)

Pa. Trust Suit Asks $300,000 Damages

PHILADELPHIA, Oct. 14.—An anti-trust suit seeking $300,000 in treble damages has been filed in Federal Court here by the Roosevelt Drive-In Theatre, Levittown, Pa., which is asking for the right to license product on national release.

The plaintiff claims that the Roosevelt is not in substantial competition with Trenton or Philadelphia, but that pictures are first released in those cities as well as in Center City,

(*Continued on page 3*)

Will Rogers Salute Drive Starts Today

The annual Christmas Salute to the Variety Clubs-Will Rogers Memorial Hospital starts moving toward its goal of $250,000 to fight tuberculosis in the amusement industry, today. The campaign will extend through the Christmas holiday season, ending on Jan. 15.

In this once-a-year campaign for

(*Continued on page 3*)

Via Theatre Television

Nine-City Net Will Launch Notre Dame Games on Sat.

Theatre telecasts of the home Notre Dame football games will be launched on Saturday, with 10 theatres in nine cities joining the network, Box Office Television, the agency which booked the series, disclosed here yesterday.

The kick-off game of the six-game theatre TV series will be Pittsburgh vs. Notre Dame. It will be seen in the following theatres: Century's Marine, Brooklyn, and Prospect, Flushing, N. Y.; St. James Theatre, Asbury Park, N. J.; Grand Theatre, Albany, N. Y.; Hollywood Theatre, Detroit; Rivoli, Toledo; Marbro and Crown, Chicago; Indiana Theatre, Indianapolis; Paramount, Des Moines; Orpheum, Omaha.

Sports broadcaster Harry Wismer will handle the play-by-play narra-

(*Continued on page 3*)

Set 15th Series of Disney Cartoons

Titles and release dates of 12 subjects in the 15th series of Walt Disney Technicolor cartoons were announced here by Sid Kramer, RKO Radio short subjects sales manager.

The titles and their dates are: "Football (Now and Then)," Oct. 2; "Rugged Bear," Oct. 23; "Working

(*Continued on page 3*)

Personal Mention

RUSSELL HOLMAN, Paramount Pictures Eastern production manager, will leave here tomorrow by plane for Rome.

•

JACK COHN, Columbia Pictures executive vice-president, left New York yesterday by plane for London.

•

DOUGLAS HERMANS, Paramount booker in Albany, N. Y., will marry JOYCE BLOOMER in St. Patrick's Church there on Sunday.

•

JACQUELINE MAURER, of the Hal Roach Studios, will be married to MILTON MACY on Sunday at the Club Elegante in Hollywood.

•

BILL ROTH, owner of the Palace Theatre, Gallatin, Tenn., on Sunday celebrated the 40th anniversary of the opening of the house.

•

MO ROTHMAN, assistant to CHARLES SMADJA, United Artists Continental manager, has arrived in New York from Paris.

•

SAM GALANTY, Columbia Pictures Mid-East division manager, has arrived in New York from Washington.

•

PAUL F. THOMAS, Altec Service Corp. treasurer, has left here on a cross-country trip to company offices.

•

MRS. WALTER BECK, daughter of MR. and MRS. ADOLPH ZUKOR, left here yesterday by plane for Rome.

•

HERMAN IMAND, assistant manager of the Shaker Theatre, Cleveland, has been inducted into the Army.

•

MARTIN BENDER, headquarters engineer for Altec Service Corp., has returned here from Buffalo.

•

MRS. WILLIAM H. PINE, wife of the Paramount producer, will leave here Monday for Hollywood.

•

FRED PFEIFF, headquarters engineer for Altec Service Corp., has left New York for Jacksonville.

•

DAVE SHIA, owner of theatres in St. Clairsville, Ohio, has adopted a three-month-old boy.

•

MOE SILVER, Stanley Warner Pittsburgh zone head, is a New York visitor.

•

WILLIAM F. BRODY, producer, has left New York by plane for Hollywood.

•

MARK STEVENS has arrived in New York by plane from Hollywood.

Clarke Sets 3 Disneys

Ned Clarke, Walt Disney foreign sales manager, has returned to New York following a two-month sales trip to England and the Continent, to set up the release of "Peter Pan," "Sword and the Rose," and Disney's forthcoming "Rob Roy, the Highland Rogue."

Koken, Fitzgibbons On Popcorn Board

CHICAGO, Oct. 14.—Lee Koken of RKO Theatres, New York, and J. J. Fitzgibbons, Jr., of Theatre Confections, Ltd., Toronto, have been elected to the board of directors of the newly-formed International Popcorn Association at the ninth annual convention of the National Association of Popcorn Manufacturers here. Fitzgibbons previously was elected president of the new organization.

Other officers elected included: Bert Nathan, Theatre Popcorn Vending Corp., Brooklyn, first vice-president; A. J. Schmitt, Houston Popcorn and Supply Co., Houston, second vice-president, and Harry Alver, Premier Popcorn Co., Watseka, Ill., treasurer. Thomas J. Sullivan was reelected executive vice-president and secretary.

Among the subjects discussed at the convention were the saleability of pre-popped corn vs. popping "on location" and the preference of containers, bags or boxes. It was the opinion of the delegates that locality dictated the type of operation in saleability. It was said that the East and West preferred the pre-popped corn, while the Midwest enjoys popping on location.

B'way Assn. Gives Scroll to 'Robe'

The Broadway Association yesterday awarded a scroll to the first CinemaScope production, "The Robe," for the better business it is bringing to the Broadway area. Spyros Skouras, president of 20th Century-Fox, accepted the scroll from Robert K. Christenberry, president of the association, at the company's home office.

The award reads: "The Broadway Association salutes 20th Century-Fox on the advent of its first CinemaScope production, 'The Robe,' and the better business in the Broadway area which this outstanding motion picture has promoted."

Optometric Association Gives 'Scope Award

The New York State Optometric Association today will give a special award to 20th Century-Fox and its president, Spyros Skouras, acclaiming the optical progress represented by CinemaScope.

Delay 'Kiss' Test For 3-D to Oct. 29

The delayed date for the M-G-M test engagement of "Kiss Me Kate" in six situations is Oct. 29 instead of Oct. 28, according to a company announcement here yesterday.

Initially the experiment to test the drawing power of 3-D was to start today, but was moved to Oct. 28. The three theatres scheduled to play the 3-D version with stereophonic sound are Loew's Ohio or Broad Theatre, Columbus, O., and Loew's State, Syracuse, N. Y., on Oct. 29, and Interstate's Majestic Theatre, Dallas, on Oct. 30. The conventional version with stereophonic sound will open Oct. 29 in Loew's Theatre, Rochester, N. Y.; Loew's State, Houston, and Loew's Victory, Evansville, Ind.

$1,723,000 from Italy Received

The first portion, totaling $1,723,000, of the sale of frozen lira to an Italian industrial firm under terms of the Italo-U. S. film agreement was received here yesterday by the Motion Picture Export Association, it was disclosed.

Under the clause, which resulted in yesterday's remittance, a total of $5,000,000 in additional dollars to American film companies is viewed as likely.

Report Eady Plan 3-Year Extension

A three-year voluntary extension of the Eady Plan was agreed upon at a meeting of representatives of the four British film trade associations, according to reports received here by the Motion Picture Export Association from its London office.

Under the agreement, it was stated, the only provision of the Eady Plan which was changed dealt with the reduction of the producers' subsidy which would be cut from £3,000,000 annually to £2,300,000. Ratification by the four associations, it was reported, is expected within two weeks, before the Oct. 31 deadline set by the British Board of Trade. Separate meetings on ratification of the agreement, which extends the plan three years from its expiration date of Aug., 1954, will be held by British Film Producers Association, Cinematograph Exhibitors' Association, Kinematograph Renters Society, and the Association of Specialized Film Producers.

RKO Sales Drive to Honor Bob Folliard

PHILADELPHIA, Oct. 14.—Bob Folliard, chief of RKO Radio's Eastern district, will be honored with a sales drive for December. Folliard went to RKO in Jan., 1920 as a salesman, and has been district manager since July, 1942.

The staffs of RKO branches participating, together with exhibitors, are headed by Charles Zagrans, Philadelphia manager and leader of the drive; Hatton Taylor, Boston; Barney Pitkin, New Haven; Dave Silverman, Pittsburgh, and Joe Brecheen, Washington.

Dual World Premiere For RKO 'Honduras'

RKO Radio's "Appointment in Honduras," produced by Benedict Bogeaus, directed by Jacques Tourneur and starring Glenn Ford, Ann Sheridan and Zachary Scott, will have its world premiere at the Missouri Theatre, Kansas City, on Nov. 4, and the Palace Theatre, Cleveland, on Nov. 5, Charles Boasberg, general sales manager, announced.

"Appointment in Honduras" is in color by Technicolor. It was photographed in Scenic-Scope, with multi-orthophonic sound.

MPAA Blasts Attack On Film Producers In 'Life' Magazine

An article in "Life" magazine which referred to the "criminal cunning of American movie makers" was attacked here in a letter to the editor, signed by Manning Clagett, associate director of public relations for the Motion Picture Association of America.

The article, titled "A Dangerous European Luxury: Hating America," was published in the Oct. 12 issue. Clagett, in his letter, contended that the British writer "spoiled an otherwise penetrating analysis by indulging in another dangerous—but convenient—luxury: hating American motion pictures. This kind of absurd and damaging generalities," Clagett continued, "can only make suspect the validity of his contributions to better U.S.-Europe understanding."

1,000 in Md. Group Endorse Censorship

BALTIMORE, Oct. 14. — Motion picture censorship and strengthening of the statute under which it now functions in Maryland won unanimous endorsement from approximately 1,000 men and women who rose to their feet in acclamation at a rally held here under sponsorship of the Catholic Committee for Decency.

Those present gave a vote of confidence to the present Maryland Board of Censors and agreed to ask all state lawmakers to continue the functions of the body and to modernize and strengthen the law under which it operates.

Representatives of 29 Catholic societies, resentful of secular assaults upon the validity of the Maryland motion picture censorship statute, gathered at the meeting which was piloted by the Knights of Columbus and several other Catholic groups.

Sid Rose Again UA Chicago Sales Mgr.

Because of doctor's orders, Sid Rose, Chicago branch manager for United Artists, will assume his former post as sales manager of that branch, it was announced by B. G. Kranze, general sales manager.

The shift of Rose has necessitated the return of Central district manager Harry Goldman to the position of Chicago branch manager, which he held prior to Aug. 18. The changes are effective immediately and the post of Central district manager will remain vacant for the time being.



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Notre Dame

(*Continued from page* 1)

tion of all of the games, assisted by Bill Rosensohn, BOT sales manager, who will do the color and commentary.

Meanwhile, the interest in BOT's plan to lease theatre TV equipment was described as running high by Rosensohn. He said that approximately 200 requests for the leasing of Snaider theatre TV equipment have been received to date. The biggest bottleneck in acting on the bids, Rosensohn said, is the American Telephone and Telegraph Co., which, he said, must survey each situation before establishing line clearances and the availability of local loops. Rosensohn indicated that BOT would concentrate in the Middle West in leasing equipment, but could not predict whether A. T. & T. clearances could be procured in time for smaller theatres to join the football network.

Grand to Charge 85c And 50c for Game

ALBANY, N. Y., Oct. 14.—Fabian's Grand will charge 85 cents for adults and 50 cents for children for the Box Office Television presentation of the Notre Dame-Pittsburgh football game Saturday.

Trust Laws

(*Continued from page* 1)

plaintiffs in anti-trust suits lose verdicts and collect nothing because a decision in their favor would mean harsh, huge treble damages. The department argues that if the courts had discretion, these plaintiffs might win decisions and collect actual damages, and would be better off.

Further hearings are planned on this bill when Congress returns next year. The department's attitude might change if the special anti-trust study committee set up by Brownell comes up with a different view of this bill.

Pa. Trust Suit

(*Continued from page* 1)

necessitating a delay of 28 days for the Roosevelt. It was charged that the defendants' alleged conspiratorial activities have caused a loss of profits amounting to $50,000 and the loss of property value to be not less than $50,000.

Named as defendants are Warner Brothers, RKO Pictures, Paramount, 20th Century-Fox, Columbia, Universal, Loew's, United Artists, Stanley Warner and RKO Theatres.

Expand Cinerama Publicity Staff

The rapid expansion of Cinerama's national field publicity and advertising organization, under the direction of John Joseph, publicity director, was disclosed here.

Harry Weiss has arrived in Washington to handle the engagement at the Warner Theatre; Arthur Manson, formerly M-G-M field man in Toronto, will assume the same post in Pittsburg. Oscar Kantner is in charge of press and advertising for Los Angeles, William Green in Detroit, Lucille Ballantine in Chicago, and William Brooker in Philadelphia. The Lynn Farnol office handles the New York engagement and also serves as national public relations consultants.

Review

"The Captain's Paradise"

(London Films-Lopert Films)

ALEC GUINNESS scores again in this London Films production, being distributed here by Lopert Films. With "The Captain's Paradise," the wry Englishman who has won favor in American "art" houses, continues his unbroken line of hit comedies.

Based on an amusing though tenuous idea—a ferry boat captain with a wife at each end—the film is in actuality a satire on one man's idea of paradise. Reasoning that no one woman can be all things to her husband, the captain arranges to keep a sober housekeeper-type wife in Gibralter, while sharing a home with a fun-loving, exotic Spanish girl in North Africa across the straits.

Playing the two wives, and both giving performances to equal that of Guinness, are Celia Johnson and America's Yvonne DeCarlo, here making a very auspicious comic debut as the double-crossed Spanish girl. Being the women that they are—and possessors of the spirit unpredictable, the two wives eventually shatter Guinness' paradise in a fashion that almost—but not quite—shatters the great Guinness buoyancy—and manly pride.

Told in flashbacks by the captain's admiring assistant, the film opens slowly, carefully setting the scene of the two domiciles run by the Jekyll and Hyde. In North Africa he does flamenco dances and acts the Pepe Le Moko of the local casbah. In Gibralter he is the meek, porridge-loving pillar of the straight-laced British community.

The complications arise when Guinness, in the words of his assistant, "begins to get careless." Switching homecoming presents by mistake, he gives his English wife a bikini bathing suit and his Spanish doll an apron. The key to the ultimate denouement is that both wives are overjoyed with the switch, since each dreams of another life. To the captain's surprise and chagrin, each eventually walks out on him having found the carefully planned paradise a tremendous bore. That, however, is not quite the end.

As played by the three stars and written by Alec Coppel and Nicolas Phipps, from an original by Coppel, the film tells its fragile story in carefully balanced scenes, beautifully directed and edited to make the whole as light as a feather. Anthony Kimmins produced and directed that which is sure to be one of Guinness' biggest money-makers in the American market.

Others in the cast include Charles Goldner, Miles Malleson, Bill Fraser, Tutte Lemkow and Nicolas Phipps.

Running time, 76 minutes. General audience classification. October release.

Tax Repeal Meeting

(*Continued from page* 1)

drive. Other regional meetings are being set up, according to Robert Coyne, special counsel for COMPO.

Meanwhile, Charles P. Skouras, president of National Theatres, has agreed to serve as chairman of the Southern California tax repeal campaign committee. Al O'Keefe, who served as chairman of the Southern California group during the last campaign, has moved to New York.

Deny Injunction

(*Continued from page* 1)

the light of this decision, the Wisconsin is free to go ahead with its scheduled opening of "The Robe" on Oct. 22, and 20th-Fox's petition for an extended run on the picture in Milwaukee was taken under advisement.

Request '53 Pioneers Applications by Nov.1

The Motion Picture Pioneers, whose annual dinner takes place Thursday evening, Nov. 12, at the Astor Hotel here, urges all men of the industry eligible for membership to send in their applications before Nov. 1.

Pioneers president Jack Cohn advises that all men who have been engaged in production, distribution, exhibition or laboratory work for a minimum of 25 years are eligible to belong to the organization of film veterans, who will honor Barney Balaban, Paramount president, as this year's "Pioneer of the Year."

Cohn points out that there are no dues or assessments in belonging to the Pioneers. A nominal initiation is the only entrance fee, plus the price of the dinner for those attending. This year Eric Johnston is chairman, George Jessel toastmaster.

Will Rogers Salute

(*Continued from page* 1)

funds to "help care for our own," volunteer committeemen throughout the country will seek contributions from every employee in the industry in the amount of "at least one hour's pay."

Montague Voices Plea

A. Montague of Columbia Pictures, president of the Will Rogers Hospital, asks everyone in the industry to "consider the purposes and achievements of the hospital as his personal responsibility, to make certain that this year's Salute, which is more important now than ever before, is an illustrious success, and to give as much as one possibly can, and to get others to contribute as well."

Wirthwein Attending Montana ITO Meet

HOLLYWOOD, Oct. 14.—Harold Wirthwein, Allied Artists Western sales manager, is in Billings, Mont., attending the two-day convention of the Independent Theatre Owners of Montana.

On his return, he will stop in Salt Lake City to confer with Don V. Tibbs, branch manager, regarding release in that area of his company's "Jack Slade."

McFadden Will Head Panoramic Publicity

HOLLYWOOD, Oct. 14.—Frank McFadden, who has been assistant publicity director at Universal's studio, has resigned that post and on Oct. 26 will report to Leonard Goldstein as publicity director of Panoramic Productions. He will supervise both the publicity and censorship departments.

Concessions

(*Continued from page* 1)

theatre owners and circuit concession men already had pledged to attend the meetings, adding that "their acceptance to attend and to participate in our discussions indicate an optimism which emphasizes the 'upbeat' attitude which is a prelude to this convention."

The concessions forum Monday afternoon will consist of a panel of committee members with Bloom as moderator. The agenda will include talks by representatives of concession manufacturers, including Lester Rosskam of the Quaker City Chocolate and Confectionary Co., for candy; Harry Bresler, president of the Bresler Ice Cream Co., for ice cream, and speakers for popcorn and soft drinks, to be announced later.

Panel members, representing all parts of the country, will discuss items which are selling well in their particular territories. This will be followed by a question and answer period in which all persons are invited to participate.

Circuits Named

(*Continued from page* 1)

that a conspiracy existed to conceal the gross receipts from the concessions which were serviced by Circuit Vendors, Inc. They want an accounting for the years 1949 through 1952.

The plaintiffs are the Rivoli Theatre Co., operating the Hempstead Theatre in Hempstead; the Hempstead Theatre Corp., operating the Rivoli in Hempstead; the School Street Corp., owner of the Cove Theatre, Glen Cove; the Calderone Corp., owner of the Valley Stream Theatre, Valley Stream, and the Erone Corp., owner of the Calderone in Hempstead.

3-D Indecision

(*Continued from page* 1)

by the distribution company in six situations in both 3-D and conventional form. The Hall, in turn, is conducting its own tests, limited to the technical problems, but a policy decision as to whether the picture will be projected in 3-D will be made by Russell V. Downing, Hall president, when he returns from the Coast. Downing is due to return here at the weekend. "Kiss Me Kate," incidentally, will follow "Mogambo" at the Hall.

"Miss Sadie Thompson," which like "Kiss Me Kate" has been filmed for both 3-D and conventional projection, will be the Capitol's next attraction, following the run of "From Here to Eternity." Columbia, the production-distribution company, and the Capitol, however, will have ample time to reach a decision, benefiting from the "Kiss Me Kate" tests, which will be launched beginning Oct. 29. "From Here to Eternity" is expected to be held over until December.

Disney Cartoons

(*Continued from page* 1)

for Peanuts," Nov. 11; "Canvas Back Donald," Dec. 4; "How to Sleep," Dec. 25; "Spare the Rod," Jan. 15; "Donald's Diary," Feb. 5; "The Lone Chipmunks," Feb. 26; "Dragon Around," March 19; "Grin and Bear It," April 9; "The Social Error," April 30, and "Chips Ahoy," May 21.



"So Big"

IS SO-O-O-O GOOD!"–LOUELLA PARSONS.
MUCH IN THE RUNNING FOR AN OSCAR
IN 'SO BIG'. THE WOMEN USED THEIR HAN
IN OUR PARTY SNIFFED SUSPICIOUSLY. A

Edna Ferber's Pulitzer Prize Novel "So Big" Starring JANE WYMAN · Sterling Hayden · Nancy Olson with Steve Forrest · Elisabeth Fraser · Martha Hyer · Wal



Watch how big!

NEXT WEEK! INDIANAPOLIS, TERRE HAUTE, TOLEDO, FORT WAYNE, WILKES-BARRE, SCRANTON, PHILADELPHIA, and PARAMOUNT, NEW YORK!
FOLLOWING WEEK! — 50 MORE!

"JANE WYMAN CERTAINLY WILL BE VERY AFTER HER MAGNIFICENT PERFORMANCE KERCHIEFS FREELY-THE STALWART MEN GREAT, GREAT PICTURE!" —LOUIS SOBOL

THIS PICTURE ALSO CAN BE EXHIBITED ON WIDE SCREENS

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3RD QUARTER REPORT

Paramount Leads Industry In Boxoffice Champions!

"ROMAN HOLIDAY," "SHANE" AND "THE CADDY" SEPTEMBER TOPS, REPORTS MOTION PICTURE HERALD

Paramount has had more boxoffice champions during the first nine months of this year than any other company in the industry, is the findings of The Motion Picture Herald's poll based on the gross revenue at key city theatres throughout the country.

THE SCORE BY COMPANY

Jan. thru Sept. 1953

PARAMOUNT	14
Next Company	9
" "	8
" "	7
" "	6
" "	4
" "	4
" "	2
TOTAL	54

and will maintain leadership with...

Perlberg and Seaton's
LITTLE BOY LOST

THE WAR OF THE WORLDS
Color by Technicolor

THOSE REDHEADS FROM SEATTLE
3-D and Color by Technicolor

BOTANY BAY
Color by Technicolor

Hal Wallis'
CEASE FIRE
3-D

FLIGHT TO TANGIER
3-D and Color by Technicolor

HERE COME THE GIRLS
Color by Technicolor

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 74. NO. 75 NEW YORK, U. S. A., FRIDAY, OCTOBER 16, 1953 TEN CENTS

Mason Bill Veto Results in Few Price Hikes

'Herald' Survey Shows Exhibitors Hold Line

President Eisenhower's veto of the Mason tax relief bill resulted in only a few cases of raised admission prices; in fact, a survey reveals that exhibitors throughout most of the country have held the line against increasing their price scales.

The survey, conducted by "Motion Picture Herald," covered 24 cities and towns in key areas and revealed these highlights:

Thirteen cities reported no price increases as a result of the veto, although three of the situations showed that there had been some increases in the year prior to the death of the bill.

Only two cities reported general increases by a large proportion of theatres in the last two months; seven others reported definite trends towards in-

(*Continued on page* 5)

Two More Features Acquired by U. A.

"War Clouds," Western drama produced by Aubrey Schenck and Howard W. Koch, and "Robinson Crusoe," said to be the first film version of the Daniel Defoe classic in 25 years, will be distributed by United Artists in accordance with agreements just signed by Arthur B. Krim, president of UA.

"Robinson Crusoe," which was produced by Oscar Dancigers and Henry Erlich, was filmed in Pathe Color on the West coast of Mexico. It was completed last month in two versions, in English and Spanish. A Christmas release is planned by UA.

Gov't 16mm Action Postponed 15 Days

HOLLYWOOD, Oct. 15.—Because of illness of counsel, Columbia and RKO today were given 15 days more to answer the Government's anti-trust suit which seeks to force release of 16mm versions of features to television and other outlets. All other defendants except Republic have filed replies, with that company expected to be heard from today.

Kan.-Mo. ITO Meets Oct. 27

KANSAS CITY, Oct. 15. — A meeting of exhibitors of the Kansas-Missouri exchange area will be held here Oct. 27, starting with a luncheon, under the sponsorship of the Allied Independent Theatre Owners of Kansas-Missouri. An important feature of the program will be reports from delegates of the unit who attended the national Allied convention in Boston.

These included Beverly Miller, president of the unit, and Jay Wooten, board member and former president. The board of directors will meet that day, also. Both gatherings will be at the Aladdin Hotel.

Seek $75,000 from Companies for JDA

The motion picture industry and Cinema Lodge of B'nai B'rith are aiming to raise $75,000 for the Joint Defense Appeal before the industry-wide JDA dinner in honor of Harry Brandt, president of Brandt Theatres. The dinner will be held Wednesday, Oct. 28, in the Hotel Waldorf-Astoria.

All firms in the industry will be canvassed prior to Oct. 28. It is expected that by direct solicitation of the distribution, exhibition and production fields, the goal of $75,000 will

(*Continued on page* 5)

French Lift Ban On Duals; Order End of Waste

By HENRI KAHN

PARIS, Oct. 12 (by AIR MAIL) —Government decrees ending the ban on double bills and ordering the elimination of waste in production are among the latest developments in the motion picture business here.

Double features had been taboo in the capital and other large cities ever since the war because of a shortage of materials.

In addition, recently declining attendance served a warning that unless

(*Continued on page* 5)

SDG Picks 'Top Six' In Director Category

HOLLYWOOD, Oct. 15.—The results of balloting by members of the Screen Directors Guild for the six best-directed pictures for the period from Jan. 1 through Sept. 30, 1953, were released late last night by George Sidney, Guild president. The six films, and their directors are: "Lili," Charles Walters; "Come Back, Little Sheba," Daniel Mann; "Shane," George Stevens; "From Here to Eternity," Fred Zinnemann; "Roman Holiday," William Wyler, and "The Robe," Henry Koster.

WB to Stress Media Variety In New Lineup

No One Formula, Sales Meet Told by Kalmenson

CHICAGO, Oct. 15. — Warner Brothers will utilize a variety of media in the production of its forthcoming program and will not settle on any one formula, Ben Kalmenson, vice-president in charge of distribution, said here today at the company's sales meeting of district managers and home office executives at the Blackstone Hotel.

Kalmenson said that the product would be designed to make the best possible use of the individual story's possibilities, whether in wide-screen, WarnerScope, 3-D, 2-D "or anything else."

"Each story will be available in the form which gives it maximum box-office returns," Kalmenson told the sales meeting. "We are selling motion pictures — stories, multi-million-dollar production values—not aspect ratios and dimensions. The most important dimension of every picture is how deep it hits the public."

Kalmenson said that among the first

(*Continued on page* 4)

TV Industry Group Formed in Capital

WASHINGTON, Oct. 15.—A group of UHF television broadcasters has formed a new association to promote wider use of ultra high frequencies for telecasting.

The association will be known as the UHF Television Association. It will represent UHF broadcasters before the Federal Communications Commission, carry on research in the UHF field, attempt to win advertisers for UHF stations, and serve as a

(*Continued on page* 5)

Annual AB-PT Meet To Begin Monday

The annual meeting of theatre executives of affiliated companies of American Broadcasting-Paramount Theatres will open on Monday and continue through Wednesday at Shawnee, Pa. Leonard H. Goldenson, AB-PT president, will preside.

'53 Drive Set Record

Frisch Named to Head '54 'Brotherhood' Week Drive

Emanuel Frisch of Randforce Amusement Co. and president of the Metropolitan Motion Picture Theatres Association will be chairman of the amusement industry division of the National Conference of Christians and Jews for the 1954 Brotherhood Week campaign, which is held annually in February.



Emanuel Frisch

Frisch's acceptance of the appointment was announced at a luncheon meeting of the amusement division of NCCJ at the Waldorf-Astoria Hotel yesterday by J. Robert Rubin, vice-president and general counsel of Loew's, and a pioneer of Brotherhood Week endeavors in the amusement industries.

The meeting also heard the report of Sol Schwartz, president of RKO Theatres, on this year's Brotherhood Week campaign, of which he was chairman of the amusement division. Schwartz reported total collections in the campaign of $117,825, which exceeded the collections for the previous year by $36,627 and which was approximately $1,000 more than the previous campaign high record, set in 1947.

Schwartz reported that collections were made by 1,449 theatres for this

(*Continued on page* 4)

Personal Mention

LYNN FARNOL, publicist, will leave here for the Coast by plane tomorrow, returning early next week.

•

ALVIN GANZER, ART ROSSON, ED WADE and AL SHEVING, of the Paramount "Living It Up" location unit, will leave New York today by plane for Hollywood.

•

A. LLOPIS DE OLIVARES has started his 20th year as commentator for Noticiario Metro News of the Day for Spanish-speaking countries.

•

GEORGE E. LANDERS, Hartford division manager for the E. M. Loew's Theatres, and MRS. LANDERS have left there for Hollywood.

•

JACK P. HARRIS, film buyer for Walter Reade Theatres, and MRS. HARRIS, have returned to New York from the West Coast.

•

JEFF LIVINGSTON, Universal Pictures Eastern advertising manager, left New York yesterday for Washington.

•

VITAL MAURA DE CASTRO, Brazilian circuit owner, and MRS. DE CASTRO, are visiting in New York from Rio.

•

F. L. VAUGHAN, Allied Artists manager in Toronto, has left there for Winnipeg, Calgary and Vancouver.

•

HERB STEINBERG, Paramount Pictures publicity director, will leave here Monday for the West Coast.

•

H. J. GLICK, secretary-treasurer of Republic Pictures, left Hollywood last night for New York.

B'nai B'rith Award To Schary Dec. 20

HOLLYWOOD, Oct. 15.—The seventh annual "Man-of-the-Year Award" from the Beverly Hills B'nai B'rith will be presented to Dore Schary, production head of M-G-M, at the Biltmore Bowl on Sunday evening, Dec. 20. Selection of the site and date was made by a special committee of the organization, the lodge and chapter of which are headed by Alvin Malinow and Mrs. Dorothy Rice, respectively.

Sid Rogell and Stanley Bergerman have been named honorary chairmen and Albert E. Isenberg general chairman at the presentation dinner.

Previous recipients of the award were Artie Stebbins, Al Jolson, Darryl Zanuck, George Jessel and Charles P. Skouras.

Morris Funeral Held

CHICAGO, Oct. 15.—Richard Morris, 70, retired projectionist, with the Oriental for 26 years, the McVickers and the Monroe during his career, was buried at Forest Home Cemetery yesterday. He is survived by his widow.

Sixteen Now in Work, 4 Finished for Rank

LONDON, Oct. 15.—Sixteen films, 10 of them with color in Technicolor, are in various stages of production at the studios of the J. Arthur Rank Organization. Additionally, four new films have already been released in England, but are still awaiting their American premieres. These four are "Genevieve," "Project M. 7," "Both Sides of the Law" and "Always A Bride."

The 16 pictures now in production include "The Love Lottery," "West of Zanzibar" and "The Rainbow Jacket," all with color in Technicolor, and two black-and-white comedies, "Highland Fling" and "Meet Mr. Lucifer."

'Romeo and Juliet' Included

Also with color in Technicolor are "The Million Pound Note," "You Know What Sailors Are," "Romeo and Juliet," "The Seekers," "Doctor in the House," "The Purple Plain" and "The Beachcomber."

Black-and-white productions in work include "Personal Affair," "The Kidnappers," "A Day to Remember" and "Trouble in Store."

$500,000 Budget to Promote 'Love'

A starting budget for advertising, publicity and exploitation of $500,000 has been set by United Artists for "Act of Love," starring Kirk Douglas, it was announced here by Francis M. Winikus, national director of advertising-publicity for U. A., which is releasing the Benagoss production.

The budget, matching the record figure set for "Moulin Rouge" as the largest in United Artists history, was established at a meeting in the company's New York home office attended by representatives of United Artists, Benagoss Productions director and producer Anatole Litvak and Ted Loeff and Myer P. Beck, the producer's advertising-publicity representatives.

Justice Dept. Will Shut Boston Office

WASHINGTON, Oct. 15.—The Justice Department on Nov. 30 will close its anti-trust division field office in Boston. The closing is part of an economy move.

The Department notified Sen. Purtell (R., Conn.) that a survey showed that the work of the Boston office could be carried on without impairment of service by personnel from the New York and Washington offices.

New Paramount Pal Pact Is Signed

George Pal has been signed by Paramount to a new long-term producing contract, with "Conquest of Space" as his next production.

Associated with Paramount for the past three years, Pal's current film is "The War of the Worlds." "The Naked Jungle," starring Eleanor Parker and Charlton Heston, is his next Paramount release.

Fabian Run Stresses Experiment in TV

ALBANY, N. Y., Oct. 15.—Advertising by Fabian's Grand for the Box-Office Television presentation of the Notre Dame-Pittsburgh game on the theatre's screen Saturday has taken the candid turn that it and a telecast of the Notre Dame-Georgia Tech contest on the subsequent Saturday are "an experiment — its continuation depends on your support at the box office."

Copy in newspapers, plus that on window cards, hand bills and street easel displays outside both the Grand and the nearby Palace, beam the message:

"Attend the first two games—Pittsburgh, Oct. 17, Georgia Tech, Oct. 24, and we will definitely show exclusively Navy on Oct. 31; Penn, Nov. 7; Iowa, Nov. 21; So. Calif., Nov. 28."

Herzbrun, Attorney Dies in Hollywood

HOLLYWOOD, Oct. 15.—Henry Herzbrun, 68, industry attorney, officer and director of several motion picture enterprises, died here today.

A native of New York City and a graduate of New York Law School, Herzbrun had served the industry since 1912. He joined Paramount as resident attorney in 1926, an association which continued until 1937, when he resumed general law practice in Los Angeles, continuing as counsel to Paramount and director of the Association of Motion Picture Producers.

Wm. Steege, Retired Exhibitor, Is Dead

GREAT FALLS, Mont., Oct. 15.—William Steege, 75, well known theatre owner-operator of the Rocky Mountain region, died after a two weeks' illness. He was at one time Inter-Mountain division manager for the Fox Circuit, with headquarters in Salt Lake City. He retired in 1949.

David Pence Dies; Was Neth Manager

COLUMBUS, O., Oct. 15.—David M. Pence, 45, general manager of J. Real Neth Theatres for the past 15 years, died suddenly last Sunday following a heart attack. He is survived by his widow, Dorothy; a son, David Michael; his mother and two sisters.

Harriet Parsons Set For Hughes' 'Susan'

HOLLYWOOD Oct. 15.—Harriet Parsons has been assigned by Howard Hughes to produce "Susan Slept Here," comedy by Steve Fisher and Alex Gottlieb, which RKO Radio acquired recently. Frank Tashlin has been named director. Filming will start as soon as current negotiations for three top stars are completed.

Dual Premiere for 'Millionaire,' 2nd In CinemaScope

Twentieth Century-Fox's second major production to be released in the CinemaScope process, "How To Marry A Millionaire," color in Technicolor comedy starring Marilyn Monroe, Betty Grable and Lauren Bacall, will have a simultaneous world premiere at two Broadway theatres. The picture is scheduled to have a reserved seat invitational debut on Thursday evening, Oct. 29, at both the Rivoli and Globe theatres.

The multiple premiere will see the entire Times Square area illuminated by a battery of klieg lights, with both show spots completely refurbished and specially decorated for the occasion.

What is believed to be the first dual telecast ever attempted for a motion picture opening will highlight festivities surrounding the premiere, which will in addition receive intensive coverage by press, radio and newsreels. Personal appearances will be made at both the Rivoli and Globe by Miss Bacall.

Shea Managers Meet Oct. 27 in Pittsburgh

The annual general meeting of all Shea Circuit managers will be held in Pittsburgh on Oct. 27 and 28, according to Gerald Shea, president. Topics to be covered will include Thanksgiving and Christmas-New Year's bookings, advertising, exploitation, promotion, coming product and playing policies, 3-D, wide-screen, CinemaScope, personnel, labor relations and concessions.

The meeting will be attended by the 22 managers from New York, New England, Pennsylvania and Ohio.

'Deadly Sins' to Apollo

"The Seven Deadly Sins," bi-lingual omnibus of seven short stories which recently concluded a 20-week American premiere engagement at the Paris Theatre here, has commenced a moveover run at Brandt's Apollo.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center

"MOGAMBO"
starring
CLARK GABLE • AVA GARDNER
color by TECHNICOLOR — An M-G-M Picture
and SPECTACULAR STAGE PRESENTATION

GARY COOPER · BARBARA STANWYCK
BLOWING WILD
with WARNERPHONIC SOUND
CO-STARRING RUTH ROMAN · ANTHONY QUINN
PARAMOUNT TIMES SQUARE
In Person
LOUIS ARMSTRONG AND HIS ALL STARS
JAY THE LAWRENCE · DUNHILLS
EXTRA LES BAXTER AND HIS ORCHESTRA
Midnight Feature

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor, Hollywood 7-2145. Chicago Bureau, 120 South LaSalle Street. Urben Farley, Advertising Representative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street. FR 2-2843. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London WI: Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; Motion Picture and Television Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

Color Television Is Shown Here for FCC Members

Fifteen color TV sets yesterday tuned in three separate shows from various parts of the city to the Starlight Room of the Waldorf-Astoria here for the benefit of the Federal Communications Commission.

The demonstration was staged by the National Television Standards Committee, in cooperation with the Radio Corporation of America, Columbia Broadcasting System and the DuMont Television Network. The NTSC is seeking FCC approval of its color tube.

Not Close to Production

Although the demonstration was an indication of things to come, TV officials agreed that it would take at least two years or more before color TV sets could even start coming off assembly lines, should the new color tubes be approved soon.

The first part of the show was put on by RCA and NBC from the Colonial Theatre, where performers were dressed in a riot of color to demonstrate the NTSC system. The second part of the show was presented with CBS color equipment, while DuMont Laboratories utilized ultra-high frequency signals in its portion.

Fine Arts Acquires Three from London

Fine Arts Films has acquired U.S. distribution rights to three features from London Films. They are: "Twice Upon a Time," written, produced and directed by Emeric Pressburger and starring Hugh Williams and Elizabeth Allan; "Folly to Be Wise," a Launder-Gilliat production, starring Alastair Sim, and "The Passionate Sentry" (released in England as "Who Goes There!"), produced and directed by Anthony Kimmins, with Nigel Patrick, Valerie Hobson and Peggy Cummins.

The three films are scheduled to have their American premieres shortly.

Promotion Meetings Being Held by Altec

A series of sales promotion meetings in the South and Southwest division offices of Altec Service Corp. is being conducted by Marty Wolf, assistant general sales manager.

The meetings are being conducted in behalf of Altec's fifth annual sales drive, with Wolf acting as national sales captain. The drive, termed "ServiScope," in honor of the industry's various new presentation techniques, is under the direction of L. D. Netter, Jr., Altec sales chief, and will run until Dec. 5.

Sol Konecoff Heads U.A. Print Dept.

Sol Konecoff, assistant head of United Artists' print department here, has been promoted to head the department, effective Nov. 1, by William J. Heineman, vice-president in charge of distribution. Konecoff will replace Robert Hilton, who resigns Oct. 31 to take up residence in Florida.

Konecoff has served in the industry since 1943 and formerly was with Eagle-Lion as assistant print department head.

SEC Drops Forms On Gross Sales Reports

WASHINGTON, Oct. 15.—The Securities and Exchange Commission has dropped its quarterly report form for gross sales and operating revenues.

Some 2,000 firms, including major film companies, have been filing these reports. The Commission first proposed to cancel the form in August, and now has made its decision final.

At the same time, the Commission proposed new rules to give a company's management more power to judge which stockholder proposals should go into proxy statements. For example, under the new rules, a management would be empowered to leave out of its proxy statements proposals that were repeatedly defeated in previous stockholder meetings.

Chesapeake Suit Closer to Trial

The $15,000,000 anti-trust suit brought by Chesapeake Industries against Loew's and RKO Theatres moved closer to trial yesterday following agreement by opposing counsel on the issues to be tried.

The pre-trial stipulation, it was reported, will be submitted in Federal District Court here on Oct. 26. The suit is being pressed by Chesapeake Industries as the owner of the now-dissolved Eagle Lion Classics. It charges ELC had been denied access to the New York market because of an alleged product split by Loew's and RKO Theatres.

Rose Buys Rights to Packard's 'Moses'

HOLLYWOOD, Oct. 15.—Theatre and television rights on a worldwide basis to the Biblical film, "Moses," which Fred M. Packard produced in association with the J. Arthur Rank Organization, have been acquired by Tom Rose, California cattle and oil man. Added sequences will be made here in time for holiday release.

Packard produced "Moses" in England and Egypt, with color in Technicolor and stereophonic sound for wide-screen exhibition.

5 TV Films Before Sovereign Cameras

HOLLYWOOD, Oct. 15.—Five feature video films under the banner of Sovereign Productions are currently being shot at Eagle Lion Studios. Among films before the cameras are "Foggy Night" and "Eye of the Beholder."

Meanwhile, it was announced by Stuart Reynolds, president, that Joseph Sistrom has joined Sovereign as associate producer.

Legion Listing Rates Two as 'B,' 7 as 'A'

The National Legion of Decency in its current listing has placed "Marry Me Again" and "The Veils of Bagdad" in Class B.

Seven films have been placed in Class A. In Section I are "El Paso Stampede," "Gilbert and Sullivan" and "So Big." In Section II are "Champ for A Day," "La Favorita," "The Night Is My Kingdom" and "Those Redheads from Seattle."

PARAMOUNT TRADE SHOWS

Monday, October 19, 1953

"HERE COME THE GIRLS"
starring
BOB HOPE · TONY MARTIN
ARLENE DAHL · ROSEMARY CLOONEY
co-starring
MILLARD MITCHELL · WILLIAM DEMAREST
with Fred Clark · Robert Strauss
Color by TECHNICOLOR
Produced by PAUL JONES • Directed by CLAUDE BINYON
Screenplay by EDMUND HARTMANN and HAL KANTER

"FLIGHT TO TANGIER"
starring
JOAN FONTAINE • JACK PALANCE
CORINNE CALVET • ROBERT DOUGLAS
Color by TECHNICOLOR
Written and Directed by CHARLES MARQUIS WARREN
Produced by NAT HOLT

CITY	PLACE OF SCREENING
ALBANY	FOX SCREENING ROOM, 1052 Broadway
ATLANTA	PARAMOUNT PROJ. ROOM, 154 Waltan St., N. W.
BOSTON	PARAMOUNT PROJ. ROOM, 58-62 Berkeley St.
BUFFALO	PARAMOUNT PROJ. ROOM, 464 Franklin St.
CHARLOTTE	PARAMOUNT PROJ. ROOM, 305-7 So. Church St.
CHICAGO	PARAMOUNT PROJ. ROOM, 1306 Sa. Michigan Ave.
CINCINNATI	FOX SCREENING ROOM, 1638 Central Parkway
CLEVELAND	PARAMOUNT PROJ. ROOM, 1735 E. 23rd St.
DALLAS	PARAMOUNT PROJ. ROOM, 401 N. Pearl Expressway
DENVER	PARAMOUNT PROJ. ROOM, 2100 Staut Street
DES MOINES	PARAMOUNT PROJ. ROOM, 1125 High Street
DETROIT	PARAMOUNT PROJ. ROOM, 479 Ledyard Ave.
INDIANAPOLIS	PARAMOUNT PROJ. ROOM, 116 West Michigan Ave.
JACKSONVILLE	FLORIDA THEATRES SCREENING ROOM, Florida Thea. Bldg.
KANSAS CITY	PARAMOUNT PROJ. ROOM, 1800 Wyandatte St.
LOS ANGELES	PARAMOUNT PROJ. ROOM, 1613 W. 20th St.
MEMPHIS	PARAMOUNT PROJ. ROOM, 362 South Secand St.
MILWAUKEE	PARAMOUNT PROJ. ROOM, 1121 Narth Eighth St.
MINNEAPOLIS	PARAMOUNT PROJ. ROOM, 1201 Currie Avenue
NEW HAVEN	PARAMOUNT PROJ. ROOM, 82 State Street
NEW ORLEANS	PARAMOUNT PROJ. ROOM, 215 S. Liberty St.
NEW YORK CITY	PARAMOUNT PROJ. ROOM, 1501 Broadway (9th Fl.)
OKLAHOMA CITY	PARAMOUNT PROJ. ROOM, 701 West Grand Ave.
OMAHA	FOX SCREENING ROOM, 1502 Davenpart St.
PHILADELPHIA	PARAMOUNT PROJ. ROOM, 248 N. 12th St.
PITTSBURGH	PARAMOUNT PROJ. ROOM, 1727 Baulevard of Allies
PORTLAND	PARAMOUNT PROJ. ROOM, 909 N. W. 19th Avenue
ST. LOUIS	PARAMOUNT PROJ. ROOM, 2949-2953 Olive St.
SALT LAKE CITY	PARAMOUNT PROJ. ROOM, 270 East 1st So. St.
SAN FRANCISCO	PARAMOUNT PROJ. ROOM, 205 Galden Gate Ave.
SEATTLE	MODERN THEATRE SUPPLY PROJ. ROOM, 2400 Third Ave.
WASHINGTON	PARAMOUNT PROJ. ROOM, 306 H Street, N. W.

WB Lineup

(Continued from page 1)

pictures for distribution in the new WarnerScope process will be "Helen of Troy." This is scheduled for immediate production in Rome with an estimated budget of $6,000,000. Asserting that the emphasis on top story properties would be the keynote of the Warner program, Kalmenson said:

'Top Stories' Promised

"Warner Brothers intends to continue and to expand the policy of top stories indicated by some of the recent Warner deals for current best-sellers like the Book-of-the-Month club selection, 'The High and the Mighty,' to star John Wayne, directed by William A. Wellman; 'Battle Cry,' Leon Uris' novel; George Stevens' production of Edna Ferber's 'Giant,' to be directed and produced by George Stevens in association with Henry Ginsberg; 'So Big,' Edna Ferber's Pulitzer prize story, starring Jane Wyman, Sterling Hayden and Nancy Olson, directed by Robert Wise; 'Mr. Roberts,' Broadway hit, a Joshua Logan-Leland Hayward production, and Alfred Hitchcock's 'Dial M for Murder' in WarnerColor, starring Ray Milland, Grace Kelly and Robert Cummings, directed by Alfred Hitchcock."

'Anastasia' Included

A recently acquired Warner story property is "Anastasia," current London stage hit scheduled for Broadway stage presentation this fall.

Among other Warner properties which Kalmenson mentioned as forthcoming productions of the Burbank studio were:

The life story of General George S. Patton, on which the Warner studio has just received priority from the Department of Defense; "East of Eden," based on John Steinbeck's best-seller, to be directed and produced by Elia Kazan; "The Talisman," Sir Walter Scott's novel, made in WarnerScope and WarnerColor, David Butler directing; "Triple Jet Ace," from the Korean war exploits of Captain Joseph McConnell; "A Star Is Born," which returns Judy Garland to the screen, and also starring James Mason.

"The Eddie Cantor Story," in Technicolor, starring Keefe Brasselle, and Marilyn Erskine, produced by Sidney Skolsky and directed by Alfred E. Green; "Calamity Jane," starring Doris Day and Howard Keel in a Technicolor musical, directed by David Butler; "Gown of Glory," from the best-seller by Agnes Sligh Turnbull, to be produced by Henry Blanke; "Black Ivory," from the Polan Banks novel; "pirate, Jean Lafitte"; "Land of the Pharaohs," to be produced and directed by Howard Hawks; "Hondo," in 3-D WarnerColor, starring John Wayne in a Wayne-Fellows production, and introducing Geraldine Page; "Daniel and the Woman of Babylon;" "Rear Guard," J. Warner Bellah's "Saturday Evening Post" story, starring Guy Madison, in WarnerColor, David Butler directing.

"Them!," a science-fiction story, starring Edmund Gwenn, James Whitmore, James Arness and Joan Weldon, Gordon Douglas directing; "His Majesty O'Keefe," in Technicolor, starring Burt Lancaster with Joan Rice, directed by Byron Haskin; "Lucky Me," starring Doris Day, Robert Cummings, Phil Silvers, Eddie Foy, Jr., and Nancy Walker, directed by Jack Donohue; "The Boy from Oklahoma," in WarnerColor, starring Will Rogers, Jr. and Nancy Olson, directed by Michael Curtiz, and "The Bounty Hunter," in 3-D WarnerColor, starring Randolph Scott, with Dolores Dorn and Marie Windsor, directed by Andre de Toth, and produced by Sam Bischoff.

Also "Three Sailors and A Girl," in Technicolor, starring Jane Powell and Gordon MacRae with Gene Nelson, directed by Roy Del Ruth; "The Phantom Ape," in 3-D WarnerColor, starring Karl Malden, Claude Dauphin, Patricia Medina and Steve Forrest, directed by Roy Del Ruth, and "Thunder Over the Plains," starring Randolph Scott, with Lex Barker and Phyllis Kirk, produced in WarnerColor and directed by Andre de Toth.

Reviews

"All the Brothers Were Valiant"

(Metro-Goldwyn-Mayer) *Hollywood, Oct. 15*

NAMES, color, action, story—this production by Pandro S. Berman of the Ben Ames Williams story about the breed of men who go down to the sea in ships (1850) has all of these in plenty.

Of the names there are Robert Taylor's, Stewart Granger's, Ann Blyth's and the late Lewis Stone's, to mention only the topmost in a long list.

Of color there is Technicolor, in this case a singularly congenial suiting of tones to sequences ranging from tranquil to violent.

Of action there are harpoonings and landings of whales, man-to-man fights with fists and knives, to name only the politer weapons, storms at sea, clashes with island natives, outright and cold-blooded murders, and finally a mass scrap as violent, long and bloody as the one in "Shane." Also, there is romance, a three-sided situation centering around two brothers and a girl, and there's a secondary relationship, between one of the brothers and an island maiden, which comes technically under the same heading.

As filmed this time, using a script by Harry Brown and directed with directness and vigor by Richard Thorpe, the story opens with Taylor, as the younger of the sea-going Shore boys, taking over the captaincy of a whaling vessel which his brother, Granger, is said to have deserted in an island port while under the influence of liquor and perhaps other inducements. Taylor and others believing Granger cannot have done this, and must therefore be dead instead of missing, the younger brother marries Miss Blyth, once expected to wed Granger on his return, and takes her with him on his voyage back to the islands, where, he hopes, he can find out what happened to Granger. The latter turns up with a tale about having been saved by natives while in high fever, subsequently meeting up with outlaws with whom he joined up in a successful search for pearls, and the brothers are reunited. Later Granger tries to take Taylor's wife from him, together with his ship and its crew, and go back after the pearls, but Taylor stands out against the mutineers Granger has lined up and the story comes to a satisfactory conclusion in the mass fight mentioned above.

Running time, 101 minutes. General audience classification. Release date, Nov. 13.

WILLIAM R. WEAVER

"The Glass Web"

(Universal) *Hollywood, Oct. 15*

PRODUCED originally for 3-D presentation, Universal is making this interesting picture available also in a 2-D version. It was reviewed in the 3-D form and a very good job was done in three-dimensional production. The first and best news about this murder mystery is that it is an excellent thriller and utilizes a new setting for its well-told story.

The second and most amusing news is that the new setting used for the story is the television industry, and that the baddies in the story are television people—an actress, a writer and a researcher—a circumstance which would do TV no good if it were true, as it probably never was, that the depicting of Hollywood people as bad citizens has damaged the motion picture business. (Of course "The Glass Web" isn't going to do the TV trade any harm, but it does sort of suggest that reciprocity in a matter like that has its points.)

The TV setting is a distinctly interesting background for both the action and the characterizations in the script by Robert Blees and Leonard Lee (from a novel by Max Simon Ehrlich). It facilitates a convenient handling of the time factor. It extenuates (or does it?) an opening episode of murder-with-gun photographed in a way forbidden for screen producers. It gives credence to characterizations that would seem implausibly extreme otherwise. And finally it provides a finale that never tips its mitt, until the fatal shot is fired. All this adds up to the values of a smartly conceived and executed melodrama.

Edward G. Robinson, John Forsythe and Kathleen Hughes portray with evident relish the TV researcher, writer and actress principally concerned in the mystery. Both of the former have been contributing to the latter's luxury, which is of a sort to prompt many a young miss to haunt TV studios henceforth, and suddenly she's found dead in her chambers, with which both men are familiar. Since they habitually cooperate with the police in preparing their weekly crime-show ("Crime of the Week," they call it, and it's supposed to present them even fresher from the griddle than "Dragnet" does) they are on the scene in a flash and in the police's confidence automatically. So they decide to telecast this one, without waiting for its solution, and that's the situation in which the finale is worked out. It's much more fascinating and suspenseful than a synopsis can indicate.

Albert J. Cohen produced the picture, and Jack Arnold directed it, both doing handsomely with a subject that must have tempted them to go for gimmicks (well, they did throw in a couple of little ones, strictly for stereoscopic purposes) instead of sticking to melodrama.

Others in the cast are Marcia Henderson, Richard Denning, Hugh Sanders, Jean Willes, Eve McVeagh, Harry O. Tyler, John Hiestand, Clark Howat, Bob Nelson, John Verros, Helen Wallace and Benny Rubin.

Running time, 81 minutes. Adult audience classification. Release date, not set.

Illinois Drive-in Sold

CHICAGO, Oct. 15.—The Kerasotes circuit has taken over the Rosenberg & Youngblood Pekin Drive-in, Pekin, Ill.

Bradford House Closing

CHICAGO, Oct. 15.—Rudd Lohrenz is closing his Bradford Theatre, Bradford, Ill. He plans to shutter the house on Oct. 19.

'Brotherhood'

(Continued from page 1)

year's campaign, which also represents an appreciable increase over the preceding campaign figure.

Schwartz was commended by Rubin on his conduct of the campaign and was presented with an NCCJ plaque in recognition of his work. The RKO Theatres president, in turn, gave credit for the results to his campaign assistants, in particular, thanking Morton Sunshine for his handling of the annual Brotherhood Week dinner of the amusement industries division. An NCCJ plaque was presented to Sunshine by Schwartz.

In his report, Schwartz termed the 1953 campaign unsatisfactory in view of results the industry is capable of achieving when it extends its full cooperation to a worthy cause. He pointed out that approximately 90 per cent of the industry did not participate and that some small town theatres, operating only nights and weekends, collected more for the campaign than did some Broadway first runs.

Aims at $250,000

"There should of a minimum of 5,000 theatres collecting an average of $50 each, or a total of $250,000, to make such a campaign as this successful," Schwartz said.

Suggestions for increasing industry and public interest in the campaign were made by Si Seadler of M-G-M; Max Youngstein, United Artists; Austin Keough, Paramount, and Sam Rinzler of Randforce. Seadler suggested that the Conference name be changed to the "National Brotherhood Conference" and was told that similar suggestions have been made and are being appraised by the J. Walter Thompson agency.

Youngstein urged the industry either to "do a job" for the Conference or devote its energies to something else. He also contended that publicity for the campaigns tends to emphasize the educational aspects of the brotherhood objective and is too timid about asking for contributions with which to carry on the work of the Conference which, he reminded, is the real aim of the drive.

Necessity for Aid Stressed

Both Rinzler and Youngstein stressed that campaign leaders must have help. In this connection, Youngstein commended Harry Mandel, RKO Theatres advertising-publicity director, for his effective work for this year's campaign.

Rubin said that Schwartz, Harry Brandt, Eugene Picker, Youngstein and others to be named will be available as aides to Frisch in the coming campaign. Pledging his best efforts, Frisch said: "If we don't hit our goal, it will not be because we haven't tried."

Among others present, in addition to those already named, were: Charles M. Reagan, Richard Walsh, Herman Robbins, Walter Reade, William German, Walton Ament, H. M. Richey, Arthur Israel, Leon Bamberger, John Cassidy and trade paper publishers and editors.

Winston City Manager

CHICAGO, Oct. 15.—Ansel Winston, long-time manager of the RKO Grand here, has been promoted to RKO Theatres city manager for Dayton, Ohio. Tyrus Anderson is taking over as manager of the Grand.

Price Hikes

(*Continued from page* 1)

creased prices and two were said to be seriously considering raising scales on an over-all basis.

All seemed to indicate that instead of flat, over-all price increases, exhibitors were tending to raise prices according to individual pictures. One "Herald" correspondent estimated that the number of "advance-price" pictures had increased by at least 100 per cent this year over last.

Cities reporting definite price increases include Atlanta, Cleveland, Kansas City, Memphis, Milwaukee, Mobile, Hartford, Winston Salem and Savannah. Of these only Memphis and Kansas City seem to have raised on a big scale.

All five of Memphis' first run houses and a majority of the neighborhood houses raised prices following the veto of the bill.

Increases in Kansas City, estimated to have been made by at least 20 per cent of the city's theatres, were accompanied by announcements to the effect that prices there have not gone up in some cases for as long as 10 to 12 years.

Some Boosts in Atlanta

Price increases in Atlanta have been primarily in the field of children's admissions, at the Paramount, Loew's Grand and Roxy. The reported increase in Savannah and Winston Salem all have been on the part of drive-ins, with the Winston Salem drive-in prices going up as much as 20 per cent.

Price increases in Cleveland after the tax veto, at the subsequent run Garden and Southern, actually are a part of a trend towards higher prices which is said to have been evident in the city all year. As in other communities, the exhibitors in Cleveland have found that the public doesn't hesitate to pay increased admissions to top films.

In Milwaukee, although there has not been an overwhelming trend towards increased prices, two circuits and one theatre have increased their scales.

Five theatres in Hartford, belonging to the Hartford circuit and Perakos Theatre Associates, have raised prices and a general increase throughout the state is anticipated.

In all situations where the "Herald's correspondents reported price increases already in effect, or contemplated, one thing appeared certain: that the subsequent run houses felt the need for an increase more acutely than first-run.

Many Cities 'Steady'

Cities reporting fairly steady admission prices and no concerted action to raise as a result of the loss of tax relief include Albany, Boston, Buffalo, Columbus, Denver, Detroit, Jacksonville, Miami, Minneapolis, New Orleans, Oklahoma City, Portland and San Francisco.

The only increases noted in Boston were in outlying areas or in situations playing 3-D films, with the price increases presumably going, in many cases, for the polarizing viewers. Columbus reports increased prices on a picture-to-picture basis only.

Reported by the Jacksonville correspondent was a decrease, rather than an increase.

In Portland, where the theatre scene is dominated by Evergreen, J. J. Parker and Hamrick, no changes are contemplated. However, it is interesting to note that all the city's theatres have adopted a "family" policy which has proved successful—admitting free all children who are accompanied by an adult. San Francisco, like the others in this group of cities, reports increases only on an individual picture basis.

Motion Picture Building
723 Seventh Avenue
New York, N. Y.
Approximately 2,000 square feet
Vaults available—
Phone: Dickens 2-4859

Kleine 1914 'Caesar' Offered by Tarbox

HOLLYWOOD, Oct. 15. — M-G-M is going to have competition for its "Julius Caesar." Charles H. Tarbox, distribution veteran and owner of the Film Classic Exchange here, is putting out the Italian-made "Julius Caesar," produced in 1914 with Antonio Novelli in the title role, with narration and sound track shortly. It will be released theatrically, to television, schools, colleges. The picture originally was brought to this country by George Kleine, pioneer distributor.

TV Organization

(*Continued from page* 1)

clearing house for public information on the new frequencies.

Acting executive secretary of the group is Melvin A. Goldberg of Washington and New York City, formerly engaged in television sales planning, promotion and economic market research and trade paper activities. He has served as a consultant to the U. S. Information Agency and as deputy director of the Office of Research and Evaluation in that agency.

General counsel of the new association is William A. Roberts, senior partner in the Washington law firm of Roberts & McInnis and long active in television law work. Among his firm's clients is Allen B. DuMont Laboratories.

$75,000 for JDA

(*Continued from page* 1)

be reached or topped before the day of the dinner. This, it was said, will enable division chairmen to dispense with the usual card-calling formula and will allow for a lengthy dinner program featuring stars of stage, screen and radio.

The announcement was made by Max E. Youngstein of United Artists and William J. German of W. J. German, Inc. Youngstein is the industry's dinner chairman while German is general chairman of the amusements division of JDA. A. W. Schwalberg, Paramount Film Distributing Corp., is serving as dinner chairman for Cinema Lodge.

Film Craftsmen Seek To Join Radio Union

HOLLYWOOD, Oct. 15. — The national council of the Congress of Industrial Organizations, meeting this week in Buffalo, will act on an application of the Film Craftsmen's Guild, a group of motion picture workers here, for affiliation with the National Association of Broadcasting Engineers and Technicians (CIO), marking the fourth time the CIO has attempted to gain a foothold in films. The guild was organized secretly on a broad basis, taking in all film workers, including producers and creative talent in all kinds of films, from theatrical and television down to advertising spots and Government pictures.

The guild was formed with the cooperation of the Hollywood chapter of NABET.

In the application, the guild asked CIO and NABET to state what, if any, action would be taken by them "in the event of jurisdictional disputes with IATSE and other groups."

Depinet, Walker on Travelers Aid Drive

Ned Depinet, former president of RKO Radio, and J. Miller Walker, general counsel of that company, have accepted the co-chairmanship of the motion picture division in the campaign of the Travelers Aid Society of New York to raise $364,000.

Depinet and Walker, who will encourage industry support of the organization, will join 150 other city-wide business leaders in helping to achieve the goal.

3-D for 2 Theatres Of Military Services

WASHINGTON, Oct. 15. — The Army and Air Force Motion Picture Service will shortly install 3-D equipment in two of its theatres, according to director Fred Bund. The equipment is being installed in two theatres in the St. Louis area. Bund said these theatres had been chosen because they were near the service's engineering depot in St. Louis, and thus engineers could easily study the new techniques and make recommendations as to how widely 3-D should be used at other Army and Air Force posts.

It has not yet been decided which 3-D sysetm would be tested.

Elect Community Slate

BUFFALO, Oct. 15. — The New York State Association of Community Theatres, meeting in Cornell University, has elected the following new officers: John Van Der Voort, Glens Falls, president; Mrs. Harvey Osgood, Jamestown, vice-president; Mrs. David Kirschner, Rome, secretary; Irwin Mechanic, Middletown, treasurer, and Mrs. Edward Blodgett, Edward Sieber, Lyons Walls, Dr. Alfred George, and Mrs. Kirschner, directors.

Smith Joins Magna

BUFFALO, Oct. 15.—Lou Smith, formerly Buffalo reporter and veteran industry press representative, has joined Magna Corp., holding company for the Todd-AO projection process which has been undergoing tests here in the Regent Theatre.

French Ban

(*Continued from page* 1)

something were done pretty soon, the French cinema would have to depend on government aid, rather than on the business done by its product.

Dual programs may now be put on under certain conditions. The law says that each program must include a full length feature less than 10 years old and may include any other full-length feature over 10 years old. Further, it may include any number of shorts of any age.

However, the National Cinema Centre issued a communique indicating that it might be some time before the new order could go into effect, since some kind of reorganization is necessary.

The government has also issued several other orders of interest to the trade. A special committee is to be set up to watch over the spending of subsidies. This means that producers will have to cut down on all waste. Further the government will inform all who are financially interested in a film what that film is earning both at home and abroad.

Avoid Double-Subsidies

There also will be a careful watch on special subsidies granted by the government for special services. For example, films which publicize in one way or another the activities of a government department generally receive government aid. Under the new order, it will be impossible for two separate departments to subsidize a film when a subsidy from one would suffice.

Finally, the government intends to set up a Superior Cinema Council, made up of politicians and representatives from all sections of the industry. This organization will watch the progress and development of the industry and act in an advisory capacity.

Because of the general call for economy, and because of the high cost of color, it is unlikely that many French color films will be made during the coming year.

Ottawa in Plea to Retain Film Board

OTTAWA, Oct. 15.—The Ottawa Board of Control, as well as other interests in this capital city of Canada, is making a determined effort to induce the government to reconsider its decision to move the National Film Board from this city to Montreal. The present government plans call for the expenditure of more than $4,000,000 on new buildings for the board, to be located in Ville St. Laurent, a suburb of Montreal.

A plea to Prime Minister Laurent was made here last week by Mayor Charlotte Whitten of this city, who, speaking for the Board of Control, pointed out that the city is prepared to donate 27 acres of land for new buildings for the Film Board and to establish a low-rental housing project as living quarters for the board's personnel.

U. S. TELEVISION RIGHTS OFFERED
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Cauldron boil . . . and kettle bubble . . .

Difficult though they may be, situations like these *do* come off; thanks to the care with which film and chemicals are keyed to specific photographic situation and production methods; thanks, also, to the rigid control of processing solution strength and temperature.

In this area—in production, distribution, and exhibition, too—representatives of the Eastman Technical Service for Motion Picture Film are proud to serve the industry.

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FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 74. NO. 76 NEW YORK, U. S. A., MONDAY, OCTOBER 19, 1953 TEN CENTS

On the Up-beat

Columbia Cuts Indebtedness $2,000,000

Made Two $1,000,000 Payments Last Month

WASHINGTON, Oct. 18.—A reduction of $2,000,000 in the outstanding indebtedness of Columbia Pictures was reported by the Securities and Exchange Commission at the weekend.

Columbia informed the SEC that as of Sept. 30, its indebtedness had been reduced from $11,000,000 to $9,000,000 by two payments of $1,000,000 each during the month. The loans, on which payments were made, it was stated, stemmed from the Oct. 1, 1952, agreement with the First National Bank of Boston, the Bank of America, National Trust and Savings Association, and the Manhattan Co., under which maximum loans of $15,000,000 were made available up to Sept. 30, 1953, decreasing thereafter by a fixed amount of $1,500,000 annually. All loans under the agreement, it was stated, mature on Sept. 30, 1957.

The SEC also was informed that

(*Continued on page 3*)

Detroit Music Hall Tops Million-Mark With Cinerama

The second Cinerama theatre to pass the $1,000,000 mark is the Music Hall in Detroit, while the Warner, in Hollywood, also featuring "This Is Cinerama" is rapidly approaching the $1,000,000 mark, it was disclosed here at the weekend.

Altogether, it was stated, the film has grossed close to $5,000,000 in five

(*Continued on page 3*)

Lessing Resigns as Academy Member

HOLLYWOOD, Oct. 18.—Gunther Lessing, vice-president of Walt Disney Productions, has resigned from the Academy of Motion Picture Arts and Sciences in what he said is a protest against the addition to the board of governors of two more major studio representatives. He charged domination of the Academy by the major studios. An early reply from the Academy is expected.

Paramount Premiere Over 'Pay-As-You-See'

HOLLYWOOD, Oct. 18.—Paramount's "Forever Female" will be the first entertainment film to have its premiere over television prior to theatre release. Arrangements have been made for the film to be used in Telemeter pay-as-you-see tests starting next month in Palm Springs. The picture stars Ginger Rogers, William Holden and Paul Douglas and was produced by Pat Duggan.

Johnston Status at MPAA Unchanged

WASHINGTON, Oct. 18.—Eric A. Johnston, who was scheduled to be in the Near East this week as a special Ambassador of President Eisenhower, will retain his post as the active president of the Motion Picture Association of America during his mission.

This was underlined by MPAA officials at the weekend following the White House announcement on Friday regarding the appointment. There will be no leave of absence for Johnston from his MPAA post, it was stated.

Johnston, who went to Paris last Wednesday to work on French-American film problems, was expected to leave there for the Near East today

(*Continued on page 5*)

New U.A. Post To Goldberg

United Artists' board of directors has elected Leon Goldberg to be vice-president in charge of finance, a new post. Goldberg will take office on Nov. 2, it was disclosed here by Arthur B. Krim, U.A. president.



Leon Goldberg

Goldberg resigned several weeks ago as financial vice-president, treasurer and member of the board of directors of Universal-International after three years in those offices.

Associated with the investment

(*Continued on page 3*)

Will Appeal 'Moon' Ban in Jersey City

United Artists and Stanley Warner will file an appeal immediately from Jersey City's Court Judge Thomas J. Stanton's decision banning "The Moon Is Blue" from showing in Stanley Warner's Stanley Theatre or in

(*Continued on page 3*)

Quizz Panelists

TOA Forum to Have Leaders In Equipment

Schedule Arranged for Panel and Speakers

Some of the most important figures in the theatre equipment and manufacturing fields will participate in the new processes forum which will be held on Wednesday, Nov. 4, in connection with the annual convention of the Theatre Owners of America at the Conrad Hilton Hotel in Chicago. The TOA, in announcing the participants in the forum at the weekend, pointed out that speeches would be held to a minimum so that the forum's purpose, which is to answer equipment questions that are puzzling exhibitors, may be achieved.

D. E. Hyndman of Eastman Kodak, will be the moderator at the forum; he will be introduced by E. D. Martin of Martin Theatres, Columbus, Ga. Robert J. O'Donnell of the Texas Interstate circuit, Dallas, will be the keynote speaker. Herbert Barnett, president of the Society of Motion Picture and Television

(*Continued on page 5*)

Dutch System Gives Wide Screen Effect Via Use of Mirrors

HOLLYWOOD, Oct. 18.—A new wide-screen system developed in Holland and getting its effect through mirrors attached to photographic lenses and then to projection lenses is being shown here to studio heads by Ted Briskin, Revere Camera Co. president, who is negotiating for the U. S. rights, and J. Vandersande, of

(*Continued on page 5*)

Waller, 16 Others To Join Pioneers

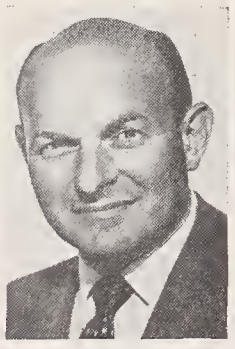
Fred Waller, inventor of Cinerama, heads the latest list of new industry pioneers, bringing the total accepted to date to 46, it was revealed at the weekend by Jack Cohn, president of the Motion Picture Pioneers. Some 50 other applications are now being processed by the admissions committee which consists of Cohn, William

(*Continued on page 3*)

Seek Trade Press Help

Annual 'Christmas Salute' For Rogers Hospital Opens

The industry press was urged on Friday to aid in giving wider circulation to the story of the Variety Clubs-Will Rogers Memorial Hospital at Saranac, N. Y., in order to help win greater support for this year's annual Christmas Salute, one of the vital fund-raising activities for the hospital.



Charles Einfeld

The Christmas Salute campaign opened officially on Oct. 15 and will continue until Dec. 25.

Requests for help in publicizing the hospital, which cares for tubercular members of the industry, were made by Abe Montague, president of the hospital; R. J. O'Donnell, former president; Charles Einfeld, director of advertising and publicity for the campaign; Moe Silver, exhibition chairman, and Charles E. Lewis, general manager of the hospital.

O'Donnell reported that last year's Christmas Salute garnered 101,000 signatures, representing donations of at least $1 each, for a total of $125,000. While this is the largest single source of revenue, it provides only half the minimum annual financial requirement to operate and maintain the Will Rogers Hospital and its essential laboratory work

O'Donnell suggested that the mini-

(*Continued on page 3*)

Personal Mention

RUSSELL V. DOWNING, president of Radio City Music Hall, is expected here today from Hollywood.

•

THOMAS O'BRIEN, Columbia Pictures branch manager in Boston, has been named chairman of the motion picture distributors group for the 1954 United Red Feather campaign for Metropolitan Boston.

•

FOSTER M. BLAKE, Universal's Western sales manager, left here yesterday for Seattle, Portland, San Francisco, Los Angeles and Chicago.

•

ROY M. BREWER, executive assistant to STEVE BROIDY, Allied Artists president, has returned to Hollywood from New York.

•

HARVEY APPELL, Columbia Pictures salesman in Albany, N. Y., is the father of a daughter born to MRS. APPELL on Sept. 30.

•

DR. J. G. FRAYNE, engineering manager of the Hollywood division of Westrex Corp., is in New York from the Coast.

•

JOSEPH L. MANKIEWICZ, producer-director, sailed from New York Friday aboard the "United States" for London.

•

LEO F. SAMUELS, Walt Disney Productions sales manager, was in Chicago at the weekend from New York.

•

NATE B. SPINGOLD, Columbia Pictures vice-president, returned here from the Coast at the weekend.

•

RUSSELL HOLMAN, Paramount production executive, left New York Friday by plane for Rome.

•

Hecht-Lancaster 2nd For Release by UA

HOLLYWOOD, Oct. 18. — Gary Cooper and Burt Lancaster will co-star in "Vera Cruz," $3,000,000 adventure spectacle with color in Technicolor which will be produced in Mexico by Hecht-Lancaster Productions. The film will be released by United Artists, the second film to be made by Hecht-Lancaster for UA distribution. The first, "Bronco Apache," will go before the cameras today.

Filmakers' First Will Be 'The Bigamist'

CHICAGO, Oct. 18.—Irving H. Levin, president of the newly-organized filmakers releasing organization, which held its first regional meeting at the Blackstone Hotel here on Thursday and Friday, revealed that the company's first release will be "The Bigamist," starring Joan Fontaine, Ida Lupino, Edmond O'Brien, and Edmund Gwenn. Filmakers heretofore has released thru the major distributors.

Big Spurt in Coast Feature Production

HOLLYWOOD, Oct. 18.—The production chart shows a healthy increase of seven points for a total of 29 pictures in work. Nine were started and two were completed.

Started were: "Off the Record" (Lindsley Parsons), Allied Artists; "Saracen Blade" and "Little Giant," Columbia; "Cat Women on the Moon" (3-D Pictures), Independent; "Panther Squadron," Metro-Goldwyn-Mayer; "About Mrs. Leslie" (Hal Wallis), Paramount; "Johnny Guitar," Republic; "Tanganyika," Universal-International; "A Star Is Born," Warner Brothers.

Completed were: "Mad Magician" (Edward Small), Columbia; "Fortune Hunter," Republic.

Blumenstock Here to Discuss Promotion

Following the close of Warner Brothers sales meeting in Chicago, Mort Blumenstock, vice-president in charge of advertising and publicity, continued on to New York, arriving over the weekend. While here, Blumenstock will supervise campaigns now being organized for forthcoming Warner productions "So Big," "Hondo," "The Eddie Cantor Story" and "Calamity Jane."

Reynolds Gets Name Talent for Sovereign

HOLLYWOOD, Oct. 18.—Drawing heavily on Hollywood's established stellar ranks, Edward Gray and Rudolph Monter, in charge of production for Sovereign Productions, have signed a new bevy of names for starring roles in Sovereign's currently shooting General Electric Theatre TV film series. Players signed include Dennis Morgan, Joyce Holden, Marjorie Rambeau, Peter Lawford and Virginia Bruce.

New MGM Deadlines In 'Lucky 7' Contests

New deadlines have been set by Howard Dietz, vice-president of M-G-M in charge of advertising, publicity and exploitation, for exhibitors mailing in entries in the company's "Lucky Seven" Showmanship Contests. Campaigns on "Torch Song" must be mailed by Tuesday; "Take the High Ground" by Oct. 27, "All the Brothers Were Valiant" by Nov. 6, "Kiss Me Kate" by Nov. 18, "Escape from Fort Bravo" by Nov. 27 and "Easy To Love" by Dec. 18.

Balaban's Wife Aids

Mrs. Barney Balaban, wife of the president of Paramount Pictures, will sing a number of songs at a luncheon today of the Greater New York Women's Committee of the American Technion Society at the Waldorf-Astoria. The luncheon was called as an initial move to raise funds for student dormitories at Greater Technion, Israel Institute of Technology in Haifa. She will share the program spotlight with Congressman Jacob K. Javits and star Martha Scott.

Republic Distributor For 'Crazylegs' Film

As predicted in MOTION PICTURE DAILY last Thursday, Republic Pictures will distribute "Crazylegs," the Hall Bartlett production which is the story of Elroy 'Crazylegs' Hirsch, famous football player now with the Los Angeles Rams, it was disclosed last Friday by Herbert J. Yates, president of Republic. The deal was signed in New York by C. Bruce Newbery, Republic vice-president and director of sales, and George Schaefer, representing the producer.

Plans for a Midwestern world premiere are now being formulated, as is a program of saturation bookings throughout Wisconsin and Michigan, where Hirsch won All-American honors.

The film co-stars Elroy 'Crazylegs' Hirsch, Lloyd Nolan, and Joan Vohs, and features James Millican, Bob Waterfield, Bob Kelley and the men of the Los Angeles Rams Professional Football Team.

List Week's Victors In Altec Sales Drive

Top honors for the second week of the "ServiScope" sales drive being conducted by Altec Service Corp., have been taken by the Northeastern division of New York, under division manager C. S. Perkins. Second place goes to the Eastern division, Newark, under L. J. Patton, while the runner-up is the Southern division, headed by M. G. Thomas. The drive will terminate on Dec. 5.

Among the branch managers Fred Hall, of the Northeastern division, New York, is leading. Runners-up are John McBurney, Charleston, W. Va.; Don Cole, Washington; Bruce Newborn, Atlanta; Glen Pinckney, Newark; Clyde McCrork, Philadelphia; "Red" Pierce, Boston; Ed Lyman, Nashville; Charles Bosworth, Detroit and William Zeidlik, Dallas.

John McGinley, New York, leads the field engineers in the drive, closely followed by H. Lateltin, New York; J. E. West, Charleston, W. Va., and L. B. Taylor, Richmond, Va.

Altec Names McLean Acting Branch Head

D. S. McLean, field representative of Altec Service Corp., has been named acting branch manager of the company's Eastern division, with headquarters at Newark, by E. O. Wilschke, Altec operating manager.

McLean will temporarily assume the duties of G. M. Pinckney, Eastern branch manager, who has been compelled to forego traveling while recovering from an illness. Pinckney will remain in the Altec organization in another capacity until able to return to his managerial activities.

Altec Promotes Muzzy

L. N. Muzzy, formerly field engineer in the Southern division of Altec Service Corp., has been promoted to the post of field representative for the company. He will work out of Asheville, N. C.

'Robe' in Canadian Debut Thursday at Toronto Imperial

TORONTO, Oct. 18.—Spyros P. Skouras, president of 20th Century-Fox, and J. J. Fitzgibbons, president of Famous Players Canadian Theatres, will co-host the Canadian premiere of "The Robe" in CinemaScope at the Imperial Theatre here Thursday evening.

The Canadian debut of the first CinemaScope production is expected to be a top event to which leading government figures, celebrities, prominent exhibitors, the press, and civic and social leaders have been invited.

Joining Skouras from New York at the premiere will be W. C. Gehring, executive assistant general sales manager, and Arthur Silverstone, Eastern and Canadian sales manager. Peter Myers, Canadian division manager, whose headquarters are here, and V. J. Beattie, Toronto exchange manager for the company, will also attend the premiere as will top executives of Famous Players Canadian.

Services Are Held For Henry Herzbrun

HOLLYWOOD, Oct. 18.—Funeral services for Henry Herzbrun, 68, prominent attorney and onetime general manager of production and vice-president of Paramount, were held today in Beverly Hills. Succumbing to a heart attack Thursday, Herzbrun leaves his widow, formerly Doris Green; two sons, Steven and Robert; three brothers, Walter, talent agent; Bernard, Universal-International art department head, and Arthur, of New York, and a sister, Mrs. Irwin Kurtz of New York.

J. E. Comer, M-G-M Seattle Official, Dies

SEATTLE, Oct. 18.—Joseph Earl Comer, 54, office manager here for M-G-M, died Oct. 10 in Doctors Hospital following a heart attack. Comer started with M-G-M in Minneapolis 37 years ago where he became head booker. He was also head booker in Los Angeles and Salt Lake City. He became office manager here in 1936.

Norton & Condon to Handle 'Beat Devil'

Santana-Romulus Productions has engaged Norton & Condon, publicists, to handle a special campaign on "Beat the Devil," which United Artists will release. Filmed in Italy, the picture stars Humphrey Bogart, Jennifer Jones and Gina Lollobrigida, with Robert Morley and Peter Lorre.

Soule Acquires Three

Frank Soule has acquired the rights to three feature films, "Potter of the Yard," "Too Many Detectives," and "Mr. Beamish Goes South," for TV for the United States. The films have never been shown in theatres, on TV stations, or non-theatrically in the U.S. it was said. They are imports from Europe.

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'Christmas Salute' Opens

(*Continued from page* 1)

mum goal for this year's Christmas Salute should be $150,000. He pointed out there was a possibility the Hollywood Permanent Charities Committee might not meet its goal this year and that the Rogers Hospital, as a participant, accordingly would be apportioned less than was to be anticipated, had the goal been achieved. Such a deficit would have to be made up from other financing sources.

Einfeld said the trade press could be of invaluable help in making the Will Rogers Hospital and its work better known, asserting that in many sections of the country there are numerous industry members unaware of its existence. Examples were cited of exhibition employes stricken with tuberculosis who received delayed or inadequate care in their home environment, not knowing they were eligible for or that their industry maintained one of the most advanced hospitals for treatment of tuberculars in the country. Remarkable cures of such individual cases have been effected on their eventual transfer to the Saranac institution.

Einfeld urged that continuous trade press attention be accorded the hospital for the dual purpose of making its facilities known to the widest possible industry audience and encouraging financial assistance for it in a year in which the task of gaining it presents more than the usual difficulties.

Admissions to the hospital are near the maximum possible, it was reported, and plans have been made for adding more rooms, as well as expanding the laboratory experimental work. Both projects must wait upon the availability of financing.

Silver also emphasized the need for trade press help in this year's fund-raising effort. His personal attitude toward being called upon to devote his time and work to the campaign, he said, is that "It is a privilege, not a burden, to work in such a cause."

Hosts at the luncheon, held at 21 Club here, were Einfeld and Al Lichtman.

Pioneers

(*Continued from page* 1)

Heineman, Marvin Kirsch, Herman Robbins and Harry Takiff.

Besides Waller there are 16 others on this week's list. They are Ben Caplon, Columbia Pictures, and Joseph Gins, Universal, Washington; Oscar J. Howell, Capital City Supply Co., Atlanta; Hiller Innes and Austin C. Keough, Paramount; David T. Katz, Roxy Theatre, New York; O. S. Lam, Lam Amusement Co., Rome, Ga..

Also Maver H. Monsky, Universal, Denver; William H. Pine, Paramount producer, Hollywood; Elias S. Sutter, United Theatres Enterprises, Kansas City; Herbert B. Sobottka, Seattle; William C. Thomas, Paramount producer, Hollywood; Jack B. Underwood, Columbia Pictures, Dallas; David B. Wallerstein, Balaban & Katz, Chicago; Quinn Williams, Valley Center, Cal., and Sid M. Zins, Columbia Pictures, Washington.

The 15th annual dinner of the Pioneers will take place at the Astor Hotel, Nov. 12.

Cinerama

(*Continued from page* 1)

cities thus far. Openings are slated for 15 more key houses between now and mid-1954, beginning with an engagement starting Nov. 5 at the Warner, Washington.

"This Is Cinerama," in its second year in New York City, already has grossed $2,225,000 on its Broadway run. It opened March 25th at the Music Hall, Detroit, where the Cinerama film has passed the $1,000,000 mark, shattering the box-office record of the house established by "Gone With the Wind." In Hollywood, the film is in its fifth month, while smash business is being recorded in Chicago and Philadelphia.

Drive-ins in Tax Area

TAMPA, Fla., Oct. 18.—The 11 drive-in theatres now in the city will have to pay $200 license fee if the board of representatives follows committee recommendations. The $200 fee is the minimum set for theatres in the city. Some theatres pay as high as $750.

Appeal 'Moon' Ban

(*Continued from page* 1)

any other theatre in the city. Judge Stanton handed down his verdict at the weekend after seeing the picture at a private showing which was attended by city officials and attorneys for the circuit.

The distributing company, upon being informed by the judge of his decision, asked for a compromise under which an age limit would be attached to the admission of patrons. But this offer was rejected by the judge.

The action stemmed from an application by Stanley Warner for an injunction to prevent city interference with the showing of the film at the theatre. Previously, Bernard J. Berry, director of Jersey City's municipal public safety, had directed police to seize the picture and arrest Arthur J. Manfredonia, manager of the Stanley, invoking an ordinance against the showing, possession or advertising of alleged "indecent or obscene films."

Goldberg Named

(*Continued from page* 1)

banking firm of Goldman, Sachs for 11 years, from 1923 to 1934, Goldberg entered the motion picture industry in April of the latter year as treasurer of the Keith-Albee-Orpheum Corp. In Dec., 1941, he was elected treasurer of RKO Radio Pictures, a post from which he resigned in Oct., 1943, to become manager of the RKO studios in Hollywood. Goldberg was elected vice-president of RKO in 1946, moving to Universal-International in 1950.

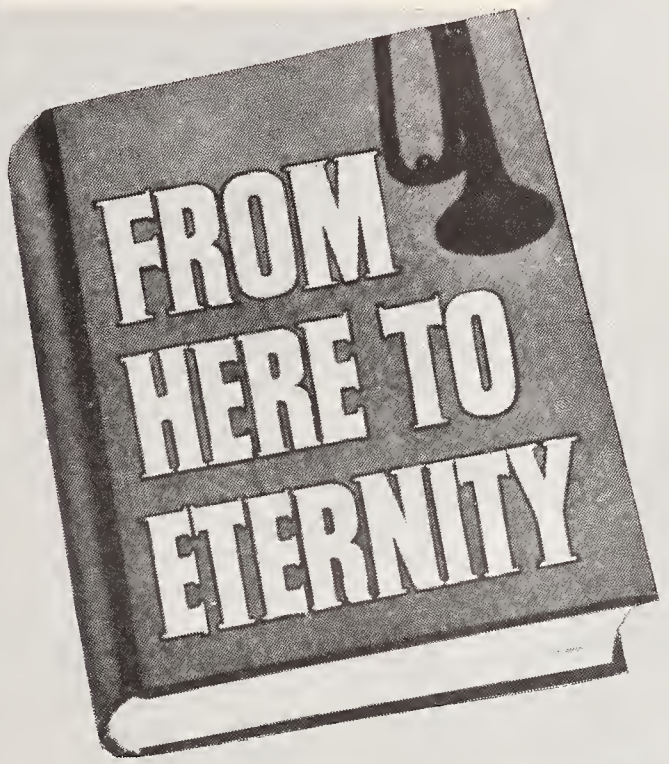
Columbia Debt

(*Continued from page* 1)

Abe Montague, vice-president, has surrendered 11,227 common stock purchase warrants issued to him under his option grant from Columbia. No cash or any other consideration was paid by Columbia in connection with the cancellation of the purchase warrants and option, it was stated.

Columbia, in addition, reported that as of Sept. 30, 1953, there were 48,790 shares of common stock issuable under purchase warrants, compared to 43,429 shares as of Nov. 30, 1952.

Timed to Playdates



in Sunday Pictorial Review

Even box office smashes like "From Here To Eternity" need Pictorial Review's flexibility—to get the impact of advertising color pages inserted to coincide with playdates from coast-to-coast over a three-month period.

NEW YORK AUGUST 2
BOSTON AUGUST 23
CHICAGO AUGUST 30
BALTIMORE SEPTEMBER 20
PITTSBURGH SEPTEMBER 27
DETROIT AUGUST 30
MILWAUKEE AUGUST 30
SAN FRANCISCO AUGUST 23
LOS ANGELES SEPTEMBER 27
SEATTLE OCTOBER 25

Advertising in PICTORIAL REVIEW can be bought *Individually, Sectionally, Nationally*

MOTION PICTURE DAILY'S BOOKING CHART

WEEK OF	ALLIED ARTISTS	COLUMBIA	LIPPERT	M-G-M	PARA.	REPUBLIC	RKO	20TH-FOX	UNITED ARTISTS	UNIV.-INT'L.	WARNERS
Aug. 30	CLIPPED WINGS Leo Gorcey C—65 min. (5320)	(Aug. Releases) THE 5,000 FINGERS OF DR. T (Color) Peter Lind Hayes Mary Healy C—88 min. (Rev. 6/16/53) CRUISIN' DOWN THE RIVER (Color) Dick Haymes M—81 min. (Rev. 7/17/53) MISSION OVER KOREA John Hodiak John Derek D—86 min. (Rev. 7/23/53) VALLEY OF HEAD HUNTERS Johnny Weissmuller D—67 min. (Rev. 7/24/53) (3-D) THE STRANGER WORE A GUN (Color) Randolph Scott O—83 min. (Rev. 8/10/53)	PROJECT MOON BASE Donna Martell D—63 min. (5315) (Rev. 9/3/53)	HALF A HERO Red Skelton CD—71 min. (Rev. 7/30/53)	(Aug. Releases) SHANE (Color) Alan Ladd Jean Arthur OD—117 min. (5225) (Rev. 4/13/53) ARROWHEAD (Color) Charlton Heston Jack Palance O—105 min. (5227) (Rev. 6/17/53)	EL PASO STAMPEDE Alan "Rocky" Lane O—54 min. (Rev. 10/7/53)	(Re-Release) TOP HAT Fred Astaire Ginger Rogers MC—81 min.	(Aug. Releases) (3-D) INFERNO (Color) Rhonda Fleming Wm. Lundigan D—83 min. (329) (Rev. 7/17/53) GENTLEMEN PREFER BLONDES (Color) Jane Russell Marilyn Monroe MC—91 min. (326) (Rev. 6/26/53) DANGEROUS CROSSING Jeanne Crain Michael Rennie D—75 min. (330) (Rev. 7/23/53) SAILOR OF THE KING Jeffrey Hunter Michael Rennie D—83 min. (327) (Rev. 7/14/53)	(Howard W. Koch) WAR PAINT (Color) Robert Stack O—89 min. (Rev. 7/7/53) (Carl Krueger) SABRE JET (Color) Robert Stack D—96 min. (Rev. 9/16/53) (Edw. Small) 99 RIVER STREET John Payne Evelyn Keyes D—83 min. (Rev. 9/10/53) (Steven Pallos) THE FAKE Dennis O'Keefe Coleen Gray D—80 min. (Dowling Productions) DONOVAN'S BRAIN Lew Ayres D—81 min. MAN IN HIDING Lois Maxwell D—	(Aug. Releases) THUNDER BAY (Color) James Stewart Joanne Dru D—103 min. (327) (Rev. 5/5/53) THE MAN FROM THE ALAMO Glenn Ford Julia Adams OD—79 min. (328) (Rev. 7/16/53) ABBOTT AND COSTELLO MEET DR. JEKYLL AND MR. HYDE Bud Abbott Lou Costello C—77 min. (329) (Rev. 7/24/53) (J. Arthur Rank) THE CRUEL SEA Jack Hawkins D—121 min. (Rev. 8/5/53)	(Wayne-Fellows) ISLAND IN THE SKY John Wayne D—109 min. (301) (Rev. 8/10/53) (Wayne-Fellows) PLUNDER OF THE SUN Glenn Ford D—82 min. (224) (Rev. 8/6/53) (3-D) THE MOONLIGHTER Barbara Stanwyck Fred MacMurray D—77 min. (303) (Rev. 9/16/53) THE BEGGAR'S OPERA Laurence Olivier D— (Rev. 8/25/53) A LION IS IN THE STREETS (Color) James Cagney Barbara Hale D—88 min. (305) (Rev. 9/4/53)
Sept. 6	(Re-Release) ROSE BOWL STORY (Color) Marshall Thompson D—73 min. (5204) (Rev. 8/27/52)		NORMAN CONQUEST Tom Conway Eva Bartok D(5303)				(Re-Release) SUSPICION Cary Grant Joan Fontaine D—				
Sept. 13	MEXICAN MANHUNT George Brent D (5317)—71 min.		SHADOW MAN Cesar Romero D (5316) (Re-Release) THE IRON MASK Douglas Fairbanks D (5313)	TERROR ON A TRAIN Glenn Ford D—72 min. (Rev. 7/15/53)			MARRY ME AGAIN Marie Wilson Robert Cummings C—72 min. (Rev. 9/21/53)				
Sept. 20			(Re-Release) MR. ROBINSON CRUSOE Douglas Fairbanks D (5314) SINS OF JEZEBEL (Anscocolor) Paulette Goddard D (5225)	THE ACTRESS Spencer Tracy Jean Simmons D—90 min. (Rev. 8/4/53)							
Sept. 27	ROYAL AFRICAN RIFLES (Color) D—76 min. (1954-55) (Rev. 10/1/53)	(Sept. Releases) FROM HERE TO ETERNITY Montgomery Clift Burt Lancaster D—118 min. (Rev. 7/29/53)	UNDERCOVER AGENT Dermot Walsh- Hazel Court D—(5306)		(Sept. Releases) ROMAN HOLIDAY Gregory Peck Audrey Hepburn CD—120 min. (5228) (Rev. 6/30/53)	SHADOWS OF TOMBSTONE Rex Allen O—54 min. (5233) (Rev. 10/7/53)		(Sept. Releases) CITY OF BAD MEN (Color) Jeanne Crain Dale Robertson OD—82 min. (Rev. 6/22/53)		(Sept. Releases) (3-D) WINGS OF THE HAWK (Color) Van Heflin Julia Adams OD (330)	
Oct. 4	YELLOW BALLOON Andrew Ray Kathleen Ryan D—80 min. (1954-55)	CHINA VENTURE Edmund O'Brien Barry Sullivan D—83 min. (Rev. 8/28/53) CONQUEST OF COCHISE (Color) John Hodiak OD—70 min. (Rev. 8/21/53)		MOGAMBO (Color) Clark Gable Ava Gardner D—116 min. (Rev. 9/15/53)			APPOINTMENT IN HONDURAS (Color) Ann Sheridan Glenn Ford D					BLOWING WILD Gary Cooper Barbara Stanwyck D—90 min. (Rev. 9/16/53)
Oct. 11	HOT NEWS Stanley Clements D—60½ min. (5327)	SKY COMMANDO Dan Duryea D—69 min. (Rev. 8/21/53) SAGINAW TRAIL Gene Autry O—56 min. (Rev. 8/28/53)	THE MAN FROM CAIRO (Color) George Raft D—(5302)						DRAGON'S GOLD John Archer Hillary Brooke D—		
Oct. 18		(Re-Release) THE UNTAMED BREED Sonny Tufts O—79 min. (Rev. 12/23/48)		TORCH SONG (Color) Joan Crawford Michael Wilding D—90 min. (Rev. 10/2/53)		SEA OF LOST SHIPS John Derek Wanda Hendrix D—85 min.	(Re-Release) OUT OF THE PAST Robert Mitchum Jane Greer D—97 min. (Rev. 10/17/47)	(Re-Releases) BROKEN ARROW (Color) James Stewart OD—93 min. (Rev. 6/12/50)	(Lazar Wechsler) THE VILLAGE John Justin Eva Dahlbeck D—98 min. (Rev. 9/25/53)		SO BIG Jane Wyman Sterling Hayden D—101 min. (Rev. 10/1/53)
Oct. 25	JENNIFER Ida Lupino Howard Duff D—73 min. (5407)	(Oct. Releases) THE BIG HEAT (Sterephonic Sound) Glenn Ford Gloria Grahame D—90 min. (Rev. 9/25/53) SLAVES OF BABYLON (Color) Richard Conte Linda Christian D—82 min.		TAKE THE HIGH GROUND (Color) Richard Widmark Elaine Stewart D—101 min. (Rev. 9/24/53)	(Oct. Releases) THE WAR OF THE WORLDS (Color) D—85 min. (5303) (Rev. 3/5/53) LITTLE BOY LOST Bing Crosby Claude Dauphin D—95 min. (5304) (Rev. 7/8/53) THOSE REDHEADS FROM SEATTLE Rhonda Fleming Agnes Moorehead D—90 min. (5305) (Rev. 9/24/53)		(Re-Release) FOLLOW THE FLEET Fred Astaire Ginger Rogers M—110 min. (Rev. 2/11/36)	(Oct. Releases) THY NEIGHBOR'S WIFE Hugo Haas Cleo Moore D—77 (Rev. 9/24/53)	CROSSED SWORDS (Color) Errol Flynn D	(Oct. Releases) EAST OF SUMATRA (Color) Jeff Chandler Marilyn Maxwell D—82 min. (Rev. 9/17/53)	(Re-Release) KEY LARGO Edward G. Robinson Humphrey Bogart Lauren Bacall D—101 min. (Rev. 7/7/48)
Nov. 1							SON OF SINBAD (Color) (3D—Stereophonic Sound) Dale Robertson Sally Forrest D—		STRANGER ON THE PROWL Paul Muni D—	THE ALL-AMERICAN Tony Curtis Lori Nelson D—83 (Rev. 7/22/53)	
Nov. 8	JACK SLADE Mark Stevens Dorothy Malone O—90 min. (5406)	COMBAT SQUAD John Ireland Lon McCallister D—72 min. (Rev. 10/7/53)		ALL THE BROTHERS WERE VALIANT (Color) Stewart Granger Robert Taylor Ann Blyth D—101 min.			LOUISIANA TERRITORY (Color) Val Winger Lee Zinser OD—65 min. (Rev. 10/14/53)	VICKI Jeanne Crain Jean Peters D—85 min. (Rev. 9/9/53)	SHARK RIVER (Color) Steve Cochran Carole Mathews D—80 min.	BACK TO GOD'S COUNTRY Rock Hudson Marcia Henderson D—78 min. (Rev. 9/24/53)	(Re-Release) TREASURE OF SIERRA MADRE Humphrey Bogart Walter Huston D—126 min. (Rev. 1/7/48)

(Dates Are Based on National Release Schedules and Are Subject to Change. Letters Denote the Following: (D) Drama (M) Musical. (C) Comedy. (O) Outdoor Action. Production Numbers Are in Parentheses. (Rev.) Motion Picture Daily Review Date.)

In the THEATRE Equipment World . . .

. . . *with RAY GALLO*

EQUIPMENT "PACKAGES" for stereophonic sound, including "button-on" reproducers for four-channel magnetic sound and complete or partial audio systems, have been placed on the market by the Magnasync Mfg. Co., Ltd., North Hollywood, Cal. Called the "Magnaphonic P-435," the "button-on" reproducer features the dual-flywheel "Synkinetic" film transport; precision, sealed roller bearings in all film rollers; and a loop-adjustment roller and arm for the CinemaScope 28-frame sound-lag adjustment on any standard projector. Alternate equipment "packages" offered by the company have audio systems ranging from those for theatres where no stereophonic sound equipment has been installed at all to those for theatres having power amplifiers already.

•

Production of a new "all-purpose" screen for theatres is now underway at the Da-Lite Screen Co., Chicago plant. The new screen, called "Wonder-Lite," was developed especially for 3-D and wide-screen projection and is described as of extra-strong fabric with a "controlled-process" aluminum coating which does not tarnish and is flame and mildew resistant.

•

"Kalistron" is the name of a new plastic wall covering adapted to remodeling needs in theatres and placed on the market by the U. S. Plywood Corp., New York. The covering is a transparent vinyl sheet with its colors fused on the under side of the sheet to make them immune to the marring effects of wear. By this method of application the colors are abrasive resistant. The material shows no marks when chairs scrape the walls or if heavy articles are banged against the surface, according to the manufacturer. It comes in 32 standard colors and in rolls 54 inches wide. Cleaning is by soap and water or mild detergents.

•

Two carbons for high-amperage operation for the illumination of wide-screen and 3-D pictures have been added to the "Lorraine" line of carbons manufactured by Carbons, Inc., Boonton, N. J. An announcement by Edward Lachman, president of the company, lists the new carbons as an "Orlux" 10mm., 140-ampere special grade; and an 11mm.x20-inch, 120-ampere Grade 552-09. All carbons in the line, it is added, are now called "Orlux."

•

Harold P. Sherer has been elected executive vice-president of the Hertner Electric Co., Cleveland, subsidiary of the General Precision Equipment Corp., New York. Sherer has been vice-president in charge of engineering for the past several years and associated with Hertner for 13 years. He is a graduate electrical engineer of Ohio State University and has been active in the electrical equipment field since obtaining his degree.

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Review

"Donovan's Brain"

(Dowling-United Artists)

RARE indeed is a science-fiction thriller that seems to be more scientific than fictional. But such is the first part of "Donovan's Brain," which is realistic, well-acted and provocative. However, as the picture builds toward its climax, it loses some of its quality and finally it emerges as just an interesting, though well-made thriller.

Lew Ayres and Gene Evans are research doctors, experimenting in keeping animal tissue alive. They are successful with a monkey and when an airplane accident victim dies at their place, Ayres wants to continue his experiments on a human brain. It does remain alive and able to give off sound waves. Ayres then wants to make personal contact with it through thought transference, tests of which have been successful at Duke University. It is then that the brain begins to take effect on his personality. Only intermittently does he escape from its power. While under its influence he plans to continue the dead man's notorious business dealings. This leads to crime and death and not until the brain is destroyed is he set free.

Most of the thrills are derived from watching the brain seemingly "breathe" and appear to get larger and more grotesque as the film progresses. It's effective and eerie. However, Ayres, who is always a good performer, plays too much the Dr. Jeykll character when he appears to take on some of Donovan's characteristics. After all, the man was supposed to be human, even though wicked. Nancy Davis, as his wife, and Evans are quite competent.

This fairly interesting version of the Curt Siodmak novel was written and directed by Felix Feist and produced by Tom Gries. It is a Dowling Productions presentation.

Others in the cast are Steve Brodie, Liza K. Howard, Tom Powers, Michael Colgan, Kyle James, Stapleton Kent, Peter Adams, Victor Sutherland, John Hamilton, Harlan Warde, Paul Hoffman, William Cottrell Tony Merrill, Faith Langley, Mark Lowell and Shimen Ruskin.

Running time, 83 minutes. General audience classification. September release.

Dutch System

(Continued from page 1)

Odelphi Optical Co. of Holland. Executives of Paramount, 20th Century-Fox and M-G-M have viewed the process.

Briskin said any aspect ratio desired can be achieved through curvature of mirrors, but the mirrors in projection must correspond to the taking apparatus. Mirrors being used in the demonstration are at a 2.55-to-1 ratio, and Briskin declared that footage shot in anamorphic CinemaScope can be projected by them.

No Distortion, Says Briskin

There is no color aberration nor distortion with mirrors, Briskin said, and the cost is one-third of the CinemaScope equipment. Mirrors also are adaptable to 16mm. and eight mm. photography and projection, he declared.

SAG Mails Ballots For '53 Elections

HOLLYWOOD, Oct. 18.—Ballots for the annual election of officers and board members of the Screen Actors Guild were mailed out over the weekend, as six independently-nominated candidates entered race, with 16 nominated by the guild committee for the 16 vacant positions on the board. The added starters are: Fortunio Bonanova, Charles Delaney, Terry Frost and Frank Marlowe, for three-year terms on the board; Jack Hickey, two-year term, and Barry Kelley, one-year term.

Johnston Status

(Continued from page 1)

to discuss economic development of the area with officials of the local governments. MPAA officials said it was Johnston's understanding with the White House that he would be free to return to Paris whenever his presence there was needed for film negotiations. Griffith Johnson and Ted Smith of MPAA will conduct the French film talks in Johnston's absence.

It was understood that Johnston's mission in the Near East would require his presence there now for two weeks or longer, and that he might have to return there for further work at a later date. However, MPAA officials emphasized that Johnston was not leaving the industry, that he had agreed to serve only in this one special mission, and that he had to be drafted to take this job.

The White House announcement Friday said the U. S. Government believes that the interests of world peace call for every possible effort to create conditions of greater calm in the Near East, and pointed out that State Secretary Dulles had been in the area last spring.

Has Ambassadorial Role

Continued the Presidential announcement: "I am now sending Mr. Eric Johnston to the Near East as my personal representative with the rank of Ambassador to explore with the governments of the countries of that region certain steps which might be expected to contribute to an improvement of the general situation in the region." The statement listed various problems that Johnston is to take up with the Arab and other leaders in the Near East, and the various approaches he is to make in the way of solving some of these problems.

Five Drop Matinees

HARTFORD, Oct. 18.—Five theatres operated by Hartford Theatres: the Colonial, Central, Lenox, Lyric and Art, have dropped matinee performances on Monday to Friday, inclusive.

TOA Forum

(Continued from page 1)

Engineers, is slated to address the forum on the subject of the technician's place in the industry and the value of more coordinated research. R. H. Heacock of RCA will give a brief resume on the historical aspects of various processes with emphasis on present day items.

The panel of experts which will answer the exhibitors' questions will consist of J. Robert Hoff, president of the Theatre Equipment and Supply Manufacturers Association; Ray Colvin, executive director of the Theatre Equipment Dealers Association; Walter Green, president of National Theatre Supply; R. Kriebel, general sales manager of the Polaroid Corp.; J. R. Johnston, sales manager of National Carbon; J. F. O'Brien, assistant vice-president of RCA; E. O. Wilschke, operating manager of Altec; L. E. Pope of Fox Midwest, and J. C. Skinner of Texas Interstate.

Special technical addresses will be delivered by Barnett for Cinerama; Edward Lachman for Nord, Inc.; Earl Sponable for CinemaScope; M. L. Gunzburg for Natural Vision, and Dick Orear for Commonwealth Theatres. There will also be representatives of Moropticon and Todd-AO.

To Discuss 'Trouble Spots' Before MPEA

A meeting of the Motion Picture Export Association will be held here tomorrow to discuss problems ranging from France to Burma.

Included on the agenda, it was stated, is the situation in Italy, where U.S. film companies are seeking to hike the amount of remittances from 37½ per cent to 40 per cent of earnings. A report on latest developments on the French negotiations is expected to be heard, in addition to a discussion on the recent effect of Brazilian import restriction. Other trouble spots on the agenda include Burma, Holland, and Argentina.



MEMO

TO: All Exhibitors

Every showman I've met lately has been concerned about the availability of top product.

I think you'll be happy to know that Allied Artists knows your problem and is helping to solve it by delivering four of the strongest pictures we've ever made available in any three-month period. You can count on us to keep up the same pace through 1954.

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President

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OCT. 25

IDA LUPINO
HOWARD DUFF



"Jennifer"

NOV. 8



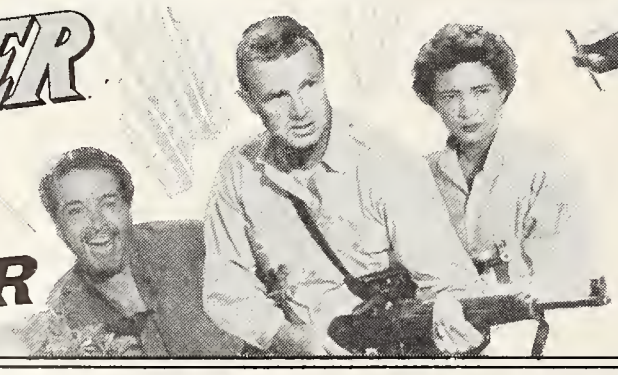
MARK STEVENS
in
"Jack Slade"



with
DOROTHY MALONE
Barton MacLane · John Litel

NOV. 29

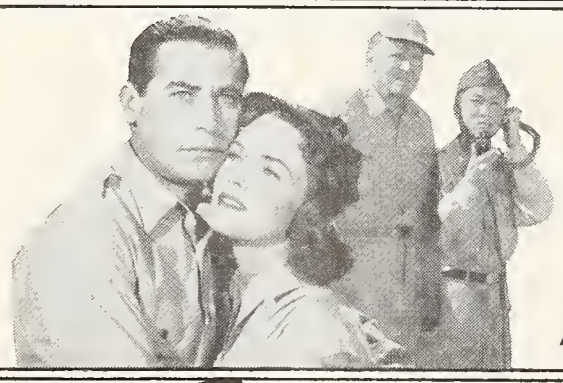
FIGHTER ATTACK In COLOR





starring
STERLING HAYDEN · JOY PAGE · J. CARROL NAISH
with
KENNETH TOBEY · ANTHONY CARUSO · FRANK deKOVA

DEC.



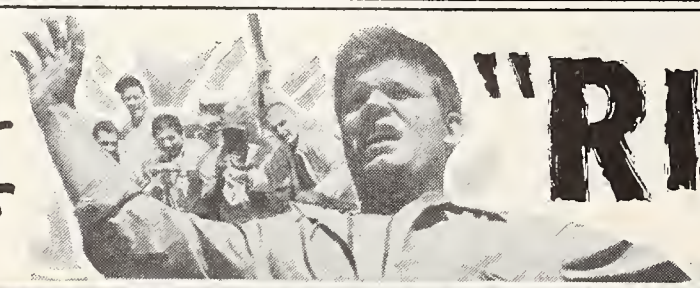
DRAGONFLY SQUADRON

starring
JOHN HODIAK
BARBARA BRITTON
BRUCE BENNETT
with
JESS BARKER
GERALD MOHR



COMING!

Walter Wanger's



"RIOT IN CELL BLOCK 11"



FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 74. NO. 77 NEW YORK, U. S. A., TUESDAY, OCTOBER 20, 1953 TEN CENTS

Business Slow At Debut Of 'Grid' Video

Notre Dame Game Fails To Pull Theatre Patrons

The initial theatre telecast of the Notre Dame home football game last Saturday, which was picked up by nine theatres in eight cities, was a disappointment from the standpoint of attendance, although the reception was reported as being excellent, according to a checkup here and by MOTION PICTURE DAILY field correspondents.

Patron reaction was good, however, and it may be that word-of-mouth advertising by those who attended the kickoff telecast will stimulate business for the next game, which will be between Notre Dame and Georgia Tech. Last Saturday's game was between the South Bend college and the University of Pittsburgh.

Locally the Century Circuit's Marine Theatre in Brooklyn and the
(*Continued on page* 4)

Walsh in Hollywood On New Pacts for Studio Workers

HOLLYWOOD, Oct. 19.—IATSE president Richard F. Walsh said here today on his arrival from New York that the primary purpose of his trip is to aid Hollywood locals in winding up negotiations with major studios on collective bargaining contracts supplanting those expiring Oct. 25. Some of the locals have reached agreements in preliminary discussions with the companies, he declared, but others have problems which have to be settled in general talks.

Asked concerning the contemplated length of his stay here, he replied,
(*Continued on page* 4)

Industry Leaders to Lecture for AMPA

Top ranking industry executives and others in production, exhibition and distribution, as well as experts in specialized branches of promotion, will be among the lecturers to be heard during the second session of the Showmanship School of the Associated Motion Picture Advertisers, which
(*Continued on page* 5)

Invite Eisenhower To Zanuck Tribute

HOLLYWOOD, Oct. 19.—President Eisenhower has been invited to be the principal guest at the Screen Producers Guild "Milestone Dinner" Nov. 22 honoring Darryl F. Zanuck, who was one of the top industry figures in the Presidential campaign last fall.

AB-PT Nine-Month Earnings Jump To $7,559,000

Estimated net earnings of American Broadcasting-Paramount Theatres for the first nine months of 1953 were $7,559,000, of which $3,182,000 was from operations and $4,377,000 was capital gains, president Leonard Goldenson stated in a report to stockholders yesterday. For the same period last year, the earnings were $5,435,000, including $3,970,000 from operations and the balance in capital gains, the report pointed out.



L. Goldenson

The estimated consolidated earnings for the third quarter of 1953, Golden-
(*Continued on page* 4)

Tests to Determine Whether Music Hall Plays 'Kate' in 3-D

A decision as to whether or not Radio City Music Hall will use the 3-D version of M-G-M's "Kiss Me Kate" will be made only after full consideration of all the factors involved, Russell V. Downing, president of the Music Hall, said yesterday on his return here from the Coast.



Russell Downing

Downing said both the 3-D and conventional versions will be screened at the Hall so that they can be appraised under the theatre's own conditions before a decision is made. He added that he would want to be cer-
(*Continued on page* 2)

Some UK Exhibitors Oppose Eady Plan

LONDON, Oct. 19.—Ratification of the agreement to extend the Eady Plan for another three years is regarded here as a foregone conclusion except in the case of exhibitors.

Cinematograph Exhibitor Association's general council is scheduled to meet Wednesday to consider the matter and the trade is making no predictions concerning the action it will
(*Continued on page* 2)

Arbitration Is Seen Comatose For Present

TOA Convention Action Couldn't Change Status

Representative distribution executives, some of them participants in last year's efforts to draft an industry arbitation plan, concede that as of now there is no prospect of getting new meetings on arbitration under way.

"Arbitration may not be dead," one of them expressed it, "but it is in a state of coma, at least, and I see no chance of reviving industry-wide discussions on it within the next year."

The distribution attitude is based in large part on the convention stand of Allied States which, despite the fact that some Allied executives contend "keeps the door open," some distributors regard as closing the door more firmly than before.

Allied not only persisted in its demand that any discussion of arbitration include the arbitration of film
(*Continued on page* 5)

Jessel, ABC Radio Show to Highlight TOA's Banquet

CHICAGO, Oct. 19.—George Jessel will be master-of-ceremonies at the annual banquet of the Theatre Owners of America's convention and trade show here on the night of Nov. 5 in the Conrad Hilton Hotel. At the same time, Jessel will broadcast his weekly ABC radio show, "George Jessel Salutes," with Paul Whiteman and his orchestra. Gen. James A. Van Fleet will be the principal speaker at the banquet which will be attended, in addition to TOA members, by members of the Theatre Equipment and
(*Continued on page* 5)

Denies 'Domination'

Engel Criticizes Lessing for 'Misguided' Academy Attack

HOLLYWOOD, Oct. 19.—Samuel Engel, chairman of the membership committee of the Academy of Motion Picture Arts and Sciences, on Sunday loosed a blast at Gunther Lessing, president of the Society of Independent Motion Picture Producers, for his "irresponsible, flagrant and misguided" attack upon the organization.

Lessing, who resigned in protest to what he called "loading of the board of governors with major studio representatives," was met with a vehement denunciation by Engel, who pointed out that Lessing, if he were sincere, would, during his three years of membership, have contributed something to promote the interests of the Academy but did absolutely nothing.

"We never even heard from him
(*Continued on page* 5)

West Coast Branch Of NTFC Studied

The possibilities of establishing a West Coast chapter of the National Television Film Council looms greater. Louis D. Snader, president of the National Society of Televison Producers, Hollywood, and Melvin L. Gold, chairman of the board of the National Television Film Council,
(*Continued on page* 4)

Golden Chairman of Variety Int'l Confab

Nathan D. Golden, head of the motion picture division of the Business and Defense Services of the U. S. Department of Commerce, Washington, has been named by Jack Beresin, chief barker of Variety Clubs International, to be chairman of the mid-winter meeting of the organization, which
(*Continued on page* 5)

Personal Mention

SAMUEL GOLDWYN has arrived in New York from the Coast. He was accompanied by DAVID GOLDING, advertising-publicity director of Goldwyn Productions.

•

SPYROS P. SKOURAS, 20th Century-Fox president, today will be a speaker at the silver jubilee banquet of the National Conference of Christians and Jews in Baltimore.

•

VINCENT TROTTA, industry commercial artist, has returned here from Japan and Korea, where he executed drawings of soldiers as a feature of the USO Camp Shows.

•

LOU BROWN, director of advertising and publicity for Loew's Poli-New England Theatres, has been elected treasurer of the Spring Glen Community Association of New Haven.

•

BENJAMIN LORBER, head of Universal Pictures' insurance department, will address the convention of the American Gas Association next Monday in St. Louis.

•

L. D. NETTER, JR., general sales manager of Altec Service Corp., has left New York for a trip to the Midwest.

•

BOB VOGEL, of the M-G-M international department, has returned to Hollywood from New York.

•

M. H. BRANDON, SR., president of Film Transit, Inc., Memphis, has left there for Los Angeles.

•

ARMAND DEUTSCH, M-G-M producer, is in New York from Hollywood.

•

BERT FRIEDLOB, producer, will leave here tomorrow for Europe.

Paramount Fieldmen Leave New York

With the exception of A. M. Kane, South Central division manager, Dallas, who has remained in New York for additional days of home office conferences, the field sales executives who attended last week's Paramount meeting in New York have returned to their respective headquarters. The meeting of division managers and home office executives opened Monday, Oct. 12, and continued through Sunday, Oct. 18, with A. W. Schwalberg, president of Paramount Film Distributing Corp., presiding.

Executives who have returned to their field headquarters include: Howard G. Minsky, Mid-east division manager, Philadelphia; J. J. Donohue, Central division manager, Chicago; George A. Smith, Western, Los Angeles; Gordon Lightstone, Canadian general manager, Toronto; W. Gordon Bradley, assistant Southern division manager, Atlanta; John G. Moore, assistant Eastern manager, Boston; H. Neal East, assistant Western manager, San Francisco.

Charles Skouras Adds NT Holdings

WASHINGTON, Oct. 19. — Charles P. Skouras, a director and president of National Theatres, purchased 5,200 shares of the company's $1 par common stock in September, the Securities and Exchange Commission revealed today. This brings Skouras's holdings to 42,310 shares.

More Committeemen Will Aid Pioneers

Committees working to make the Motion Picture Pioneers dinner at the Astor Hotel on Nov. 12 "the most successful in the organization's 15 years," have been expanded by Jack Cohn, Pioneers president.

Heading the list, as in the past, are Harry J. Takiff, secretary-treasurer, and Marvin Kirsch, vice-president, who as administrative executives are in complete charge of the dinner honoring Barney Balaban, Paramount president, as the "Pioneer of the Year."

Three Confirmed This Week

Others confirmed this week are Ted Sullivan, Quigley Publications executive; Charles Alicoate, "Film Daily" executive, and Jack Levin, who will handle admissions and new inductees. Don Mersereau, "Boxoffice" executive, is handling the membership campaign drive, assisted by Harry Joe Brown on the West Coast. Gil Josephson, New York exhibitor, will again handle the physical arrangements of the dinner.

Maurice Bergman, Universal Pictures executive, is chairman of the publicity committee, and Dave Bader, Commonwealth executive, is assisting him as trade press contact.

Tennessee Owners Continue Tax Fight

MEMPHIS, Oct. 19.—The Tennessee Theatre Owners has adopted resolutions pledging a continuous fight for tax relief on a state level and praising COMPO's tax repeal committee for its work. Tennessee's Senators and Congressmen were thanked for their support of tax repeal legislation.

Stacey Wilhite, Cookville, Tenn., was elected president of the TTO; M. C. True, Shelbyville, vice president; Charles Simpson, Chattanooga, treasurer, and George Gaughan, Memphis, executive secretary. This action was taken at a directors' meeting held in Nashville.

The new slate of directors is as follows:

R. B. Gooch, Selmer; M. E. Rice, Brownsville; Ed Sapinsley and J. A. West, Memphis; W. F. Ruffin, Jr., Covington; R. D. Page, Mt. Pleasant; Kermit Stengel, Nashville; Walter Morris, Knoxville; Robert B. Wilby, Atlanta; Jay Solomon, Chattanooga; Earle Hendren, Erwin; Cowan Oldham, McMinnville, and Alfred Starr, Nashville.

'Kate' Tests

(*Continued from page* 1)

tain that the 3-D version could be projected perfectly, and that if that version demonstrated itself to be a plus factor for the public and box-office it would be used. Otherwise, it would not.

Downing expressed himself as favoring a variety of new projection and screen techniques, remarking that if a theatre utilizes any one system without variation, the novelty value soon disappears and audiences will look upon it as the expected standard. On the other hand, a variety of techniques used interchangeably and with pictures best suited for the one employed, can sustain novel features of presentation longer, he pointed out.

He observed that Hollywood technicians still are working on new developments and out of such efforts may come something even better than the techniques already available. Downing said, however, he agrees with those who hold the story to be more important than the technique in which it is presented. He commended Hollywood producers for doing "a good job."

"They are really trying to turn out quality product," he said, "and many fine pictures on the way testify to the success they are achieving."

Eady Plan

(*Continued from page* 1)

take. CEA's important Hampshire branch, for example, already has instructed its delegates to the general council to oppose the voluntary plan for Eady.

Other branches are expected to take the same line, the thought being that exhibitors will have no voice in the way producers spend the money provided out of their box-offices under a voluntary plan, whereas that would not necessarily be the case should the government impose a statutory Eady Plan on the industry, instead.

There are plenty of exhibitors who prefer governmental control with all its embarrassments to the unchecked disbursement of money to producers whom they look upon as generally an unrealistic class.

The plan for voluntary continuance of Eady would raise approximately £2,250,000 annually through a ticket levy at the rate of one-quarter penny on seat prices of one shilling; one-half penny to two shillings, two-pence, and three-quarter penny on all prices above that.

Transamerica Case To Supreme Court

WASHINGTON, Oct. 19.—The Justice Department has asked the Supreme Court to review an Appeals Court decision turning down a government attempt to break up Transamerica Corp.

The Federal Reserve Board voted in March, 1952, to break up the giant bank holding company, but the U. S. Court of Appeals in Philadelphia last July set aside the board order. The Justice Department has now appealed that decision to the high court.

British Industry Starts Tax Fight

LONDON, Oct. 19.—The four industry associations here have begun a concerted campaign for reduction of the entertainment tax.

A committee has been formed consisting of the presidents and secretaries of the associations, which will draft a document to be presented to the government setting forth the case for the industry. Supporting the industry's presentation will be a factual account of exhibition's parlous fiscal position, to be prepared for the Cinematograph Exhibitors Association by the accounting firm of Stoy, Hayward & Co.

'Robe' and 'Luther' Still Lead Chicago

CHICAGO, Oct. 19.—Consistency of several films continues to feature the Chicago scene, with "The Robe" still going strong at the State Lake in its fourth week and promising a good $80,000, "Martin Luther" still hovering around $20,000 in its fourth session at the Loop, "From Here to Eternity" rolling up a strong $28,000 in its seventh stanza at the Oriental, and "This Is Cinerama" entering its fourth month at the Palace with a strong $48,000 for the current week. The outstanding newcomer of the week is "War of the Worlds," backed by a heavy television campaign aimed at the juvenile trade, which is winding up its first week with $35,000.

Other openings included "The Cruel Sea" at the United Artists, hitting a disappointing $18,000; and "Three Girls from Rome," struggling to top a meagre $7,000. "The All-American" and "Sea Devils" are turning in a good second session of $16,000 at the Roosevelt, but "Plunder in the Sun" and "Spaceways" are sagging to a dismal $6,000 at the RKO Grand and "The Beggar's Opera" is off to $3,500 at the Ziegfeld.

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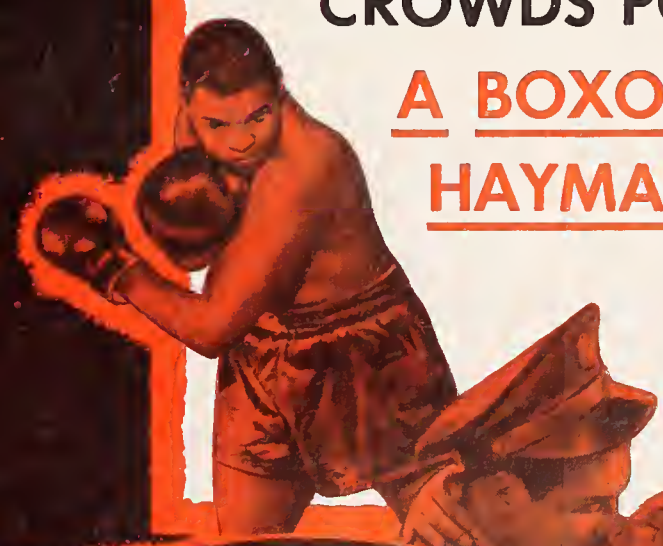
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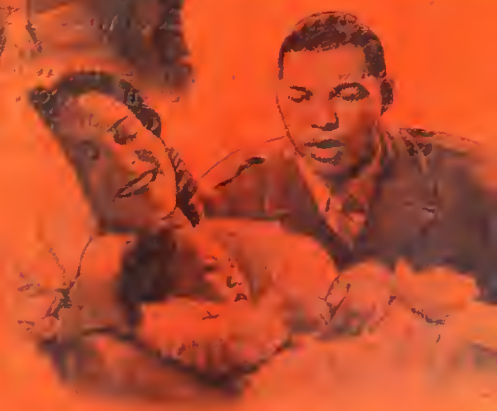
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'Grid' Video

(Continued from page 1)

Prospect in Flushing, both houses having seating capacities of approximately 2,000 each, were less than one-fourth filled. Walter Reade's 1,558-seat St. James Theatre in Asbury Park, N. J., was reported to have sold only about one-fourth of its seats. Prices were scaled up to $1.50. Spokesmen for the two circuits said here yesterday that they would "play along" for at least two more telecasts before deciding whether to continue them. An escape clause in the contracts permits withdrawal after the third game.

In Omaha, the 3,000-seat Orpheum had a disappointing attendance of 600 and manager Don Shane said it was a matter of "wait and see" what the Tri-State circuit planned to do for future gridiron offerings. The price was $1.20 with a 76-cent admission tag for students. The picture was clear and the slim crowd cheered the game.

Although Detroit's Hollywood Theatre did not have a sellout, the advance sales for the Georgia Tech game next Saturday have been heavy. The audience reaction was excellent, the management reported, and the enthusiasm was high, particularly over the fact that the viewers were taken right into every huddle.

At the 1,700-seat Paramount Theatre in Des Moines, the house was less than one-third filled and, on the basis of the poor attendance, the Tri-States Theatres Corp. has decided not to continue the experiment there after its commitment ends.

The Indiana Theatre in Indianapolis, which had been scheduled to carry the game, did not join the network because of its presentation of "The Robe." The house announced that it would carry from three to six of the games.

Chicago Grosses Disappointing But Exhibitors Are Optimistic

CHICAGO, Oct. 19.—Despite disappointing receipts for the large-screen telecast of the Notre Dame-Pittsburgh football game Saturday, Essaness and B & K executives are optimistic about attendance at the forthcoming telecasts of the Notre Dame games because of the excellent reception and good audience reaction at the Essaness Crown and B & K Marbro. The 3,978-seat Marbro sold approximately 1,500 seats, and 650 people attended the event at the 1,225-seat Crown. Both theatres charged $1.50 plus tax.

Walsh in Hollywood

(Continued from page 1)

"I don't know. Sometimes these things can be settled in a day, and sometimes it takes two weeks."

Walsh is still undecided whether he will name a permanent successor to Roy M. Brewer, international representative here who resigned recently. The post is being filled temporarily by Carl Cooper, international vice-president.

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WE KNOW that there will be NO stone-throwing in the "House of Glass," the new situation-NBComedy radio series which is scripted by Gertrude Berg in which "Mol—," beg pardon, "Sophie" (Gertrude Berg) will star. Program, with a Catskill hotel resort the locale, bows in Friday at 9:35-10 P.M. It will be produced by Cherney Berg, directed by Ken MacGregor, and features Joseph Buloff, Ann Thomas, Arnold Stang and Harold Stone. And as Molly would say, "Mazeltoff, zol zein mit glick." . . . When Jack Lord, ex-NYU star football player, was on the Coast this past summer he turned down a seven-year MGM contract because he wanted a Broadway show first. Back in Gotham, he made TV appearances on numerous programs, and then the break he gambled for: he's just been signed by Alan Mowbray for the comedy-drama, "Flame-Out," which Mowbray wrote and will direct, and is slated for Broadway late in November. . . . Gerry Gross and Norman Baer, co-producers of four current video panel and quiz shows, have just signed former Yankee great Tommy Henrich to emcee a new weekly sports series. "The Tommy Henrich Show" will be sponsored by Marvel Oil Co.

☆ ☆ ☆

Beautiful and talented Kathi Norris, who handles the General Electric commercials on both the "Ray Milland" and "Joan Davis" telefilm series, has just returned to Gotham from a week's tour of the sponsor's Louisville, Ky., and Syracuse, N. Y., plants. . . . Into our trusty chariot and out to Cedar Grove, N. J., where we howled at the musical clowning of the drollest musical aggregation in the country, the Korn Kobblers, at Frank Dailey's Meadowbrook. Frank, a former ork pilot himself, told Stan Fritts that he rates the dance music supplied by the Korn Kobblers with the top bands. . . . His exclusive NBContract prevents Tom (Seven Year Itch) Ewell from accepting the many lucrative offers to guestint. . . . The "Little Washington" episode of "Death Valley Days" TV series will be telecast last day of this month to coincide with the 89th birthday of Nevada. Story depicts the action, color and historical importance of Carson City (State Capital) back in 1878.



Kathi Norris

☆ ☆ ☆

When Dimitri Tiomken heard the Clark Dennis Tiffany waxing of "Granada," he invited the Irish tenoriole to fly to Hollywood to do the behind the scenes warbling of "Emerald Isle" in the Warner Bros. pix, "His Majesty, O'Keefe," starring Burt Lancaster. Lyric was penned by Ned Washington, co-writer with Tiomken of the 1952 Acamedy Award winning tune, "Do Not Forsake Me, Oh My Darlin'," . . . George Jessel's Oct. 25 ABC-TVehicle will launch the initial appearance of Evelyn Ward with the clever Blackburn Twins. La Ward's predecessors in this fine act include Janet Blair, Martha Stewart, Vivian Blaine and Marion Colby. . . . Howard Todman, business manager of Goodson-Todman Productions, hospitalized with virus pneumonia and has entire industry rooting for him.

☆ ☆ ☆

Joe Graham, ABClever writer-director, whose radio and TV credits include several toppers, will direct a new series of telefilms (all-color) "The Man from Hartford," co-starring Richard Arlen and Fran Keegan. Produced by Joe Fisher, the series will be based on insurance rackets and will be filmed in the East at the Parsonnet Studios. . . . When Brig. General Julian Brown, USMC, presents Peter Arnell with a Marine Corps citation on Friday's CBS-TVehicle, "Wheel of Fortune," he'll be greeted by his former leatherneck chauffeur, Osgood Cairnes, who is now a cameraman on this show. . . . Talented scripter Lynn Marcen, after several years on the Coast, is back in New York with several fine TV stories. Rates being interviewed by producers here. . . . ADD HEADLINES: KOPS COPS AWARD . . . Dan Kops, manager of station WAVZ, was awarded first prize ($500) by Howard Dietz as winner of the national radio managers' contest for "best advertising campaign on the MGMusical, 'The Band Wagon.'" . . . Sportscaster Harry Wismer, with two daily network programs, and weekly Saturday and Sunday football game broadcasts, will start a 15-minute football round-up program for the Armed Forces Radio.

AB-PT

(Continued from page 1)

son said, were $1,009,000, including $946,000 for operations and $63,000 from capital gains. For the same quarter in 1952, the net earnings were $1,927,000, including $1,627,000 from operations and the balance in capital gains.

Per share earnings on 3,967,518 shares of common stock outstanding were 22 cents, including 20 cents from operations, for the third quarter of 1953, after preferred dividends of $133,390, and $1.82 per share, including 71 cents from operations, for the first nine months of 1953, after preferred dividends of $354,928. In 1952, with 3,300,830 shares of common outstanding and no preferred stock, earnings per share for the third quarter were 58 cents, including 49 cents from operations, and for the first nine months $1.65 per share, including $1.20 from operations.

The earnings reported for 1953 reflect a profit in the operations of the theatres and a loss in the operations of the broadcast division for the third quarter and for the year to date. Theatre earnings for the third quarter, and for the year to date, are above those for the same period of 1952.

According to Goldenson, 20th Century-Fox's pioneering CinemaScope production, "The Robe," opened in several of the company's key theatres in September and has been playing to outstanding grosses. The success of these early engagements would seem to lend substance to the feeling that wide-screen presentations can make an important contribution to the motion picture industry, he said.

Coast NTFC Branch

(Continued from page 1)

New York, have concluded negotiation which had received a set-back a few weeks ago when Snader voiced his objection to an organization housing all of TV film entities, rather than strictly a producers' organization.

Snader, who has returned to the Coast, has agreed on the NTFC in principle, if West Coast producers, distributors and television stations and advertising agencies will agree to the NTFC formula of a council of "peace," instead of "war-parties."

Gold has stressed the advisability of such a plan, which is said to have been pursued successfully for more than five years by his organization.

Howard Leaving for RKO Theatre Talks

William W. Howard, vice-president of RKO Theatres, will leave here today for a trip to the Midwest, where he will preside at a series of managers' meetings called to discuss theatre operations and new product. His first stop will be Cincinnati, where he will remain for the opening of "The Robe" at the Albee Thursday.

Other cities on the Howard itinerary include Chicago, Minneapolis, St. Paul and Dayton.

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No Admission Charge For Trade Exhibit

No charge whatever will be made for admission to the 1953 TESMA-TOA trade show in Chicago, according to officials of the Theatre Equipment and Supply Manufacturers Association. Citing an impression to the contrary, they state that any exhibitor or member of a theatre staff is welcome to attend the trade show at any time without charge either for registration or for admission to the exhibits. The exposition opens at Chicago's Conrad Hilton Hotel Oct. 31, and will continue through Nov. 5.

Arbitration

(*Continued from page* 1)

rentals, but also eliminated pre-releases from further discussions. It had agreed last year to permit two pre-releases annually to each company. Allied further asks for elimination of competitive bidding, except when sought by an independent exhibitor.

In its report last summer, the Senate Small Business Committee held that film rentals are not a proper subject for arbitration. Distributors go along with that as solidly today as they did a year ago.

In some quarters it is reported that Allied's leadership is split on the subject of arbitration, some influential exhibitors being in favor of giving it a trial, while others are adamant in the stand taken by the board and approved by the convention in Boston earlier this month. The average Allied member goes along with that stand, feeling that arbitration promises him no solution for his most pressing problems.

On Chicago Agenda

Arbitration is on the agenda of Theatre Owners of America's national convention in Chicago next month and, should the subject of renewal of negotiations be put to a vote there, TOA would be overwhelmingly in favor of it, as it has been for the past several years.

However, without Allied's participation, the TOA action is incapable of injecting any meaningful life into arbitration.

Golden Chairman

(*Continued from page* 1)

will be held at the Statler Hotel, Washington, Nov. 20 and 21. Golden also is chairman of the Heart Committee of Variety Clubs International.

A committee of four has been named to receive the delegates coming from the 42 tents representing the U. S., Japan, England, Ireland, Canada, Mexico and Germany. The committee comprises Jack Fruchtman, Orville Crouch, Morton Gerber and Jack Flax.



Review

"Here Come the Girls"

(*Paramount*)

THE TICKET-SELLING NAMES of Bob Hope, Tony Martin, Arlene Dahl and Rosemary Clooney, a generous display of eye-catching show girls, numerous rich production scenes in dazzling color by Technicolor, and an assortment of sprightly tunes are among the readily salable assets offered the exhibitor in "Here Come the Girls." The Paul Jones production, directed by Claude Binyon, is a well-dressed musical comedy which audiences should find to their liking.

Hope is a bumbling chorus boy infatuated with Miss Dahl, star of the 1900 stage musical, "Here Come the Girls." In turn, he is loved by Miss Clooney, a chorus girl in the show. Vainly believing his talents are not appreciated, Hope gets a chance to replace Tony Martin as leading man and Miss Dahl's swain when a jealous maniac, played by Robert Strauss, attacks Martin, injuring him, and escapes with a threat to kill any suitor of Miss Dahl's.

Hope is unaware that he is being used as a decoy to lure the mad killer into police hands, assuming that his superior talent has won him the star role over Martin. He pursues Miss Dahl ardently, on and off stage, negleeting his true love, Miss Clooney, and in turn is pursued determinedly by the killer. The climax is reached as the show opens on Broadway, with Hope finally made aware of his danger by Miss Clooney, and the killer engaged in a last desperate effort to kill Hope in the theatre.

The story by Edmund Hartmann and screenplay by Hartmann and Hal Kanter, however, is less satisfying on the whole than the colorful production numbers and wholly engaging song and dance sequences. Good supporting performances are contributed by Zamah Cunningham and the late Millard Mitchell as Hope's parents; William Demarest as a detective, and by a number of specialty acts. Outstanding song numbers include "Ali Baba Be My Baby," sung by Miss Clooney; "Heavenly Days," by Martin, and "The Show Starts Right Away," by Miss Dahl.

Running time, 78 minutes. General audience classification. For December release.

SHERWIN KANE

Jessel Show

(*Continued from page* 1)

Supply Manufacturers Association and the Theatre Equipment Dealers Association which will hold their convention at the same time.

The Jessel show, which had a premiere last Thursday night, each week salutes a prominent organization of the nation. On the night of the TOA convention banquet, the Theatre Owners of America will be saluted not only for presenting "the greatest mass media of entertainment, but also for its service in behalf of the welfare of local communities and of the nation."

The half-hour show will be broadcast during the banquet in the grand ballroom at 8:00 p.m., CST.

Engel Blasts

(*Continued from page* 1)

until he sent in his letter of resignation," Engel declared.

A dispute arose over making Y. Frank Freeman and E. J. Mannix pro tem representatives of the recently-created administrative branch. Lessing, along with 85 other members of the Academy, were given a free choice of remaining in their original branches or transferring to the new one.

No other member drew the wrong inference, no other member protested, and while some preferred to stay in their original branch, others gladly transferred, Engel pointed out. Each branch has only two representatives on the board, Engel declared, and a charge of "major studio domination" is "silly."

"It is probably true in the past that management had perhaps less representation than it enjoys now," Engel declared, "but it wasn't until we had become financially independent and sustaining that we dared invite to our board representatives of management. We didn't until then for fear that we might be accused of the very same charges that Lessing now makes."

Braaten Joins NSS

MINNEAPOLIS, Oct. 19.—Gil Braaten, formerly of the advertising and publicity department of Minnesota Amusement Co., has joined the sales staff of National Screen Service here.

AMPA

(*Continued from page* 1)

will open Nov. 5 at the Hotel Astor.

Among the lecturers to be heard, together with the subjects which they will discuss, are: Alfred E. Daff, executive vice-president, Universal Pictures—financing and budgeting of pictures and their advertising; S. H. Fabian, president, Stanley Warner Theatres and Fabian Theatres—operation of theatre circuits and their advertising; Wilbur Snaper, president, Allied States Association—trade associations' importance in community and industry affairs; Charles M. Reagan, general sales manager, M-G-M Pictures—distribution of films in the American market; Jonas Rosenfield, Jr., director of public relations, Italian Films Export—distribution and promotion in the U. S. of the foreign-made film; Oscar A. Morgan, short subject sales manager, Paramount Pictures—short subjects, their production, program building, promotion.

Maurice Bergman, executive, Universal Pictures—industry and company public relations; Robert Gillham, vice-president and account executive, Cunningham and Walsh Advertising Agency—the place of the advertising agency in motion picture promotion; Max E. Youngstein, vice-president, United Artists—the distribution and promotion of independently produced pictures; John Joseph, director of advertising and publicity, Stanley Warner Cinerama—the new screen techniques and their effect on advertising; Joseph Gould, advertising consultant—special handling for the exceptional picture from the small producer-distributor.

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VOL. 74. NO. 78 NEW YORK, U. S. A., WEDNESDAY, OCTOBER 21, 1953 TEN CENTS

Beresin Reports

Variety Tents Will Blanket Most of Europe

Tents This Year Set for W. Germany, Frankfurt

PHILADELPHIA, Oct. 20.—"Before the year is out, there will hardly be a capital in Europe that won't have a tent," Variety Clubs International chief barker Jack Beresin told an election meeting of the Philadelphia tent. It was Beresin's first public appearance in the U.S. since his European trip, having arrived from Paris just a few hours before the meeting.



Jack Beresin

"Variety in Europe is a real, living, vibrant force," Beresin told the large meeting, in stressing the increasing significance

(*Continued on page* 4)

Rules on Statute Of Limitations

The date of the final decree in the consent judgments governs the statute of limitations in anti-trust suits, Judge Sylvester Ryan of Federal District Court ruled here yesterday.

Judge Ryan's ruling was in favor of the Leonica Amusement Corp. which claimed that the unlawful acts of major distributors in restraint of trade put the Leonia Theatre, Leonia, N. J., out of business in 1935. Judge Ryan's ruling, in the $1,800,000 anti-trust action which now goes to trial, held that under the Clayton Act the statute of limitations is suspended

(*Continued on page* 4)

Move to Halt Making Of TV Films Abroad

HOLLYWOOD, Oct. 20. — The Hollywood A. F. of L. Film Council today started a crack-down on foreign television filming by declaring to be "runaway production" the proposed television film series to be made abroad by John Austin, head of the

(*Continued on page* 4)

Interest in Stock-Buying Plan 'Tremendous': Myers

Exhibitor interest in Allied's proposal for the buying of stock by theatremen in major companies has been "tremendous," Abram F. Myers, Allied general counsel, said here yesterday. Allied members have been sending in suggestions both voluntarily and on request, Myers said, and these suggestions are being studied. Myers said that the idea "holds promise" and that it can be a constructive move "if properly handled."



Abram F. Myers

The stock-buying plan was proposed at the recent Allied convention in Boston by Trueman Rembusch, who asserted that voting control of a company, with adequate representation of exhibitors on the board of directors, might be obtained by the purchase of as little as 10 per cent of outstanding stock. The purpose would be to initiate policies

(*Continued on page* 4)

Loew's Will Push 'Pan' Screens in Foreign Houses

Arthur M. Loew, president of Loew's International, has called an M-G-M "European Panoramic Convention" to be held in Brussels and Antwerp, Belgium, Nov. 22-25.

Loew, who will be accompanied from here by Samuel N. Burger, international sales manager, will meet with Dave Lewis, regional director of Continental Europe, and with all of M-G-M's territorial managers, sales managers and publicity chiefs in Europe.

While the convention will afford an opportunity to screen films and discuss sales policies, it will also high-

(*Continued on page* 4)

Goldwyn Is Asked to Reissue 'Best Years'

The board of directors of the General Federation of Women's Clubs, representing 12,000,000 members, yesterday called on Samuel Goldwyn "as an important public service" to re-release "The Best Years of Our Lives."

In reporting the unanimous action of the Federation's board, Mrs. Oscar A. Ahlgren, president, and Mrs. Dean Gray Edwards, national film chairman said re-release of the film would serve as an "important and stimulat-

(*Continued on page* 4)

20th-Fox May Shift 'Millionaire' Bow

Heavy business being done by the Rivoli Theatre here with "Little Boy Lost" may cause 20th Century-Fox to shift the scheduled premiere of "How to Marry A Millionaire" at that house to another theatre. The CinemaScope production originally was set to open at the Rivoli and the Globe on Oct. 28, but indications now are that the Bing Crosby picture will stay at the Rivoli for another five or six weeks.

It is fairly certain that "Mil-

(*Continued on page* 4)

Dorsett Shows New Sound System Here

A demonstration of the Dorsett "Panaphonic" sound system was held here yesterday for representatives of the Altec Service Co., Loew's, Warner Brothers, Paramount and the trade press.

The system, which utilizes cue controls on the film strip, does achieve directional sound from various speakers in the auditorium. However, the screening room employed at yesterday's demonstration was very small and it is difficult to judge its perfor-

(*Continued on page* 4)

Rank Firm to Make CinemaScope Parts

LONDON, Oct. 20. — J. Arthur Rank and 20th Century-Fox jointly announced here today completion of an agreement for Rank's British Optical and Precision Engineers to manufacture CinemaScope lenses and screens here.

The statement added that distribution will be handled through Rank's G. B.-Kalee equipment company domestically and in some overseas areas. It is reported, however, that other equipment manufacturers such as

(*Continued on page* 4)

Acute Situation

Product Pinch Here; Snaper Sees Threat

Says Part-Week Closing Might Be Advisable

By AL STEEN

The predicted product shortage apparently has arrived and the situation is becoming a major threat, according to independent exhibitors who operate subsequent-run houses and first-runs following initial engagements in key cities. The product pinch is particularly felt in the New York area but, in the opinion of Wilbur Snaper, president of national Allied, the problem is not local and not restricted to any one territory.

¶ **"Irreparable damage may be done if the shortage becomes more acute," Snaper said here yesterday. "Many theatres may be better off if they would close for a few days a week rather than play reissues and low-grossing pictures. The way the Broadway situation is shaping up, the flow of product will become a trickle," he added.**

Because of the reputed dearth of pictures plus the long Broadway runs, theatres that play product "off Broadway" have a number of blank spots

(*Continued on page* 5)

Chairmen Named for TOA Meet Sessions

CHICAGO, Oct. 20.—Chairmen of business sessions and toastmasters for the luncheons at the 1953 convention and trade show of the Theatre Owners of America in Chicago on Nov. 1-5 have been named by David Wallerstein, convention chairman. All sessions will be in the Conrad Hilton Hotel. The schedule is as follows:

Sunday: 1:30 P.M.: Concessions

(*Continued on page* 5)

New Effort Slated For Spanish Pact

A new effort to break the stalemate in Spain will be made shortly by American representatives, it was learned here yesterday following a Motion Picture Export Association meeting.

Slated to go to Madrid shortly for

(*Continued on page* 4)

Personal Mention

NICHOLAS M. SCHENCK, president of Loew's, and CHARLES C. MOSKOWITZ, vice-president and treasurer, plan to leave here for the Coast on Friday.

•

MILTON R. RACKMIL, Universal Pictures president, and ALFRED E. DAFF, executive vice-president, have arrived in Los Angeles following a 'round-the-world business trip. They are expected in New York before the end of the week.

•

JOSEPH H. MOSKOWITZ, 20th Century-Fox vice-president, will leave today aboard the "Queen Mary" for London, Paris and Rome.

•

MILTON E. COHEN, United Artists Eastern division manager, and MRS. COHEN have announced the engagement of their daughter, NATALIE DIANE, to A. ALAN FRIEDBERG, a student at Harvard Law.

•

AL FITTER, assistant to HUGH OWEN, Paramount Eastern and Southern division manager, is the father of a daughter born yesterday to MRS. FITTER at Greenwich Hospital.

•

DORE SCHARY, M-G-M vice-president in charge of production, will be guest speaker Saturday on the "Lecture Hall" program over NBC. The show will originate in Hollywood.

•

SPYROS P. SKOURAS, 20th Century-Fox president, will leave New York today for Baltimore and Washington.

•

SEYMOUR SCHUSSEL, Eastern division manager for I. F. E. Releasing Corp., will leave here by plane today for Pittsburgh.

•

EDWARD E. SULLIVAN, 20th Century-Fox publicity manager, will sail for Europe today on the "Queen Mary."

Para. Field Meetings Are Now Under Way

Paramount branch managers' meeting will be conducted this week by division managers to discuss policies and marketing plans established at last week's meeting in New York of division managers and home office executives at which A. W. Schwalberg, president of Paramount Film Distributing Corp., presided.

Meeting cities and the division executives who will conduct the local parleys are as follows: Kansas City, South Central division manager A. M. Kane; Chicago, Central division manager J. J. Donohue; Philadelphia, Mideast manager Howard G. Minsky; Los Angeles, Western manager George A. Smith; San Francisco, assistant Western manager H. Neal East; Boston, assistant Eastern manager John G. Moore, and Atlanta, assistant Southern manager W. Gordon Bradley.

Ahlert, Ex-ASCAP President, Dies

Fred E. Ahlert, 61, former president of the American Society of Composers, Authors and Publishers, died of a heart attack in the RCA Building here yesterday. He was ASCAP president from 1948 to 1950 and a member of the board of directors for 20 years. Services will be held tomorrow at 2:30 at Universal Funeral Chapel here.

During his presidency, the first network television licensing agreement was negotiated with the telecasters. Ahlert composed the score for Marion Davies' first talking picture and for "Free and Easy," Buster Keaton's first sound production. Among his well known songs were "Mean to Me," "Walking My Baby Back Home," "I'll Get By" and Bing Crosby's theme song, "Where the Blue of the Night Meets the Gold of the Day."

Survivors are his widow and two sons, Fred, Jr., and Richard.

Kirsch Cites 'Herald' For Screen Article

CHICAGO, Oct. 20.—Jack Kirsch, president of Allied Theatres of Illinois, in a bulletin distributed to all Allied members here today directs the attention of the membership to J. D. Elderkin's article in the Oct. 10 issue of the Better Theatres' section of the "Motion Picture Herald" as a "very interesting summary of what is needed to present all types of 'wide screen' techniques." He also urges all members to read the "three very informative charts describing width sizes of screens for every aspect" in order to acquire a basic knowledge of the new screen techniques so that they may be discussed intelligently at an Allied general membership meeting to be held Thursday at the Illinois Allied headquarters.

Renoir and Goldbeck To Make 'Van Gogh'

Director Jean Renoir and producer Willis Goldbeck will sail today aboard on the *Liberte* for Paris where they will produce "Van Gogh," based on the life of the painter. Van Heflin has been signed to star in the title role.

The picture will be produced in both French and English dialogue and will be shot in sections of France where Van Gogh lived and painted. United Artists will release.

Renoir was the director of "The River," "Grand Illusion" and "The Southerner," among others. Goldbeck formerly was executive producer for David O. Selznick.

New Pact for Wise; To Direct 'Troy'

HOLLYWOOD, Oct. 20.—Robert Wise has been signed by Warner Brothers to a new contract and has been assigned to direct "Helen of Troy" in Rome. Production is scheduled to start early in December.

Wise's new pact was the result of his direction of "So Big." Previously he had directed "Three Secrets" for Warner.

Skouras to Greet Rulers of Greece

HOLLYWOOD, Oct. 20. — Charles P. Skouras, president National Theatres, today was named chairman of the banquet to be held in honor of King Paul and Queen Frederika of Greece to be held at the Ambassador Hotel, Los Angeles, Nov. 14. The Royal couple also will be hosted by the Association of Motion Picture Producers at a luncheon Nov. 13 at the Paramount studios under the chairmanship of Y. Frank Freeman.

National Guard Cites The HCC Today

HOLLYWOOD, Oct. 20. — The U. S. National Guard Association will award their annual Public Service Citation to the Hollywood Coordinating Committee tomorrow at the organization's 75th anniversary banquet at Balboa Park, San Diego. Seven Hollywood personalities, featured on the entertainment program, who will accept the award on behalf of the HCC are: Johnny Grant, Peggy King, Pat Moran, Andre Previn, Eddie Samuels, Ginny Simms and Jack O'Connor.

To Use Skiatron for Closed Circuit TV

An experimental program, utilizing the Skiatron subscription television system, will be held today for the New York Academy of Medicine over WOR-TV, from 4:00 to 4:30 P.M.

Key segments of the program, in which recent advances in atomic medicine will be demonstrated by medical leaders, will be telecast in scrambled form, so that the general public watching on the WOR-TV channel will receive them blurred, while the invited audience will see the clear pick-up.

Set 'Caesar' Bows For Coast, Phila.

M-G-M's "Julius Caesar" has been set for a Nov. 11 two-a-day opening at the Four Star Theatre, Los Angeles, it was disclosed here yesterday.

The picture has also been set for the Aldine Theatre, Philadelphia, on a continuous run policy. Meanwhile, in New York the picture is expected to end its two-a-day engagement at the Booth Theatre in about another two weeks, moving over to some Broadway house for a continuous run.

Grainger to Studios For Product Confabs

Conferences with Howard Hughes, C. J. Tevlin, vice-president of RKO Radio in charge of studio operations, and other West Coast executives are planned by J. R. Grainger, president, who left New York last night for Hollywood. He will remain on the Coast for two weeks before returning to New York.

Industry Executives, Coast Guard Officers To Welcome 'Ships'

Tonight's premiere of "Sea of Lost Ships" at Keith's Theatre in Washington will be attended by many top-ranking civic and military figures, who will join Republic Pictures executives in paying tribute to the adventure drama which highlights the activities of the U. S. Coast Guard on International Ice Patrol.

Herbert J. Yates, Republic president, this afternoon will honor Vice Admiral Merlin O'Neill, Commandant of the Coast Guard, and his staff, at a luncheon to be held at Washington's Carlton Hotel. A dinner will be given by Admiral O'Neill tonight to Yates and Mrs. Yates at the Metropolitan Club.

The Chicago opening of the picture tomorrow also will be featured by the presence of Coast Guard and other military personnel.

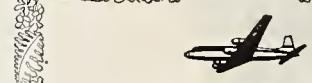
Olson-Turpin Tilt on On CBS Radio, TV

Tonight's title bout between Carl (Bobo) Olson of Honolulu and Randy Turpin of England for the middleweight championship of the world will be broadcast and telecast Coast-to-Coast by CBS under the sponsorship of Pabst Brewing Co. The New York City area will be "blacked out" to television, but will be included in the radio broadcast of the 15-round contest, which will start at 10 P.M., EST.

'Proxies' Amendment For the SWG Ballot

HOLLYWOOD, Oct. 20. — An amendment which would change the constitution of the Screen Writers Guild to limit the tenure of proxies to one meeting will be on the ballot of next month's annual election, the Guild board has ordered, upon receipt of a petition bearing 95 signatures.

Holders of proxies have been given credit in the past for eliminating Communist influences in SWG affairs.



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MUSIC HALL

Now

"MOGAMBO"

Next

"KISS ME KATE"



("Mogambo"—Tech.—Clark Gable, Ava Gardner, Grace Kelly) • ("Kiss Me Kate"—Ansco Color—Kathryn Grayson, Howard Keel, Ann Miller)

STATE

Now

"TORCH SONG"

Next

"ALL THE BROTHERS WERE VALIANT"



("Torch Song"—Tech.—Joan Crawford, Michael Wilding) • ("All The Brothers Were Valiant"—Tech.—Robert Taylor, Stewart Granger, Ann Blyth)

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BOOTH

"JULIUS CAESAR"

5th Month!



(Marlon Brando, James Mason, John Gielgud, Louis Calhern, Edmond O'Brien, Greer Garson, Deborah Kerr)

TRANS-LUX 60th ST.

"THE ACTRESS"



(Spencer Tracy, Jean Simmons, Teresa Wright)

THE BROADWAY PARADE IS VERY M-G-M-M-M!

"TAKE THE HIGH GROUND!"

Coming

MAYFAIR



(Ansco Color—Richard Widmark, Karl Malden, Elaine Stewart)

"Just a minute! I'm joining the Parade!"

IE COMING INDUSTRY EVENT IS M-G-M's FIRST CINEMASCOPE PRODUCTION "KNIGHTS OF THE ROUND TABLE" (Technicolor)

Loew's

(*Continued from page* 1)

light the company's drive to get immediate installation of panoramic screens in major theatres of Europe. Loew's International has taken the lead in this regard by equipping all of its own theatres with the new all-purpose screens, and is urging its customers to do the same.

Belgium was selected as the site of the conference, it was said, because the newly installed panoramic screen in the Metro Theatre, Antwerp, "is one of the largest and finest in all Europe, and therefore capable of demonstrating not only a technically perfect show but also the commercial value of wide-screen installation," said Loew.

Spanish Situation

(*Continued from page* 1)

talks on a new agreement are Eugene Van Dee, MPEA representative in Rome, and Griffith Johnson, MPEA economist now in Paris. Johnson's scheduled departure from Paris for Lebanon brought no reports of progress on a new U.S.-Franco film pact.

The MPEA at its meeting, meanwhile, reaffirmed the policy of American film companies not to purchase any Spanish permits until a new agreement is worked out. The reaffirmation came in the midst of overtures from Spanish distributors that they have picture permits for sale to American film companies. It was learned that about 40 permits have been distributed to local Spanish companies, most of whom had never handled American pictures before. The projected discussions on a new pact will come on the heels of the failure to agree on an interim agreement, ruled out by American companies as being too costly.

On the Caribbean situation, the MPEA approved a request calling for the cancellation of all exhibition of American pictures in Guatemala City as of Nov. 1 in protest against the local tax.



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ACROSS THE U.S AND OVERSEAS...

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Variety Tents in Europe

(*Continued from page* 1)

of the international aspect of Variety. He predicted that tents will be established in West Berlin and in Frankfurt within six months. There is even a chance that the 1955 international convention would be held in London, he added. There will be a dozen delegates from the London unit coming to Dallas for the forthcoming meeting next March.

He said the rapid acceleration of Variety influence was typified by the London tent's third annual convention attendance where some 750 were on hand. He reported that the new tent has already established three children's play-grounds with a fourth in preparation. In a humorous vein, he said the spirit has caught on so fervently that upon his arrival in London to attend the meeting, his tie was quickly snipped off by Variety men and the special Variety tie (blue field with a spattering of red hearts) was substituted, a must for every British Variety member during a convention.

The chief barker also visited Dublin, called on Prime Minister Eamon deValera and was thrilled when the Irish statesman pulled out a clipping from a 1918 newspaper picturing the two shaking hands after Beresin's offer of aid in raising funds for Erin's independence.

Board Members Named

With local chief barker Ralph Pries handling the election proceedings here, the following were named to the board: Norman Silverman, Lou Goffman, George Beattie, Earle Sweigert, Lester Wurtele, Max Gillis, Leo Posel, Mickey Lewis, William Banks, Harold Cohen and Bob Adelman. In addition, five former chief barkers are automatic board members: Pries, Edward Emanuel, David Supowitz, Ted Schlanger and Victor Blanc. The board will meet within one week to elect officers for the next year. All appointments become effective Jan. 1. Named as representatives at the Dallas convention were Mike Felt, delegate; Jack Greenberg, and Harold Cohen, alternates.

Rank Firm

(*Continued from page* 1)

RCA and Western, also are prepared to make and distribute CinemaScope requisites.

Both parties momentarily are withholding any information on prices and the number of orders on hand, but a BOPE spokesman promised an announcement shortly in regard to both.

Meanwhile, exhibitor resistance to stereophonic sound persists here, with further dvelopments believed to be waiting upon the opening of "The Robe" in London and on the public reaction thereto. Moreover, some exhibitors who already have installed panoramic screens and who hold anamorphic lenses express concern over whether or not these will meet the standards insisted upon by 20th-Fox for presentation of its CinemaScope productions, and what to do about it otherwise.

Limitations Rule

(*Continued from page* 1)

during the period the government suit is pending and that the suspension holds true for the interim consent decrees in the case of Paramount and others, altering only when final consent decrees are entered.

The court also held that the six rather than the three-year statute of limitations governed the Leonica suit, rejecting the contention of the defendants that the suit was a penalty action.

Judge Ryan's decision was claimed to be the first such ruling on the statute of limitations in U. S. District Court here. Counsel for the plaintiff was Sperry, Weinberg and Ruskay, with Joseph A. Ruskay and Joseph H. Muller of counsel.

Inkar Control to Shure

HOLLYWOOD, Oct. 20.—Samuel Shure, circuit owner and operator, has assumed complete control in the reorganization of National Inkar Heaters Co., of Glendale. The heater is a portable air conditioner for cars at drive-in theatres.

TV Filming Abroad

(*Continued from page* 1)

Austin Television Corp., which would have starred Bruce Bennett under the title "Overseas Assignment." Austin, seeking the cooperation of the Film Council and to avoid national action of the A. F. of L., whose last convention backed the Council's stand on foreign production, had submitted several scripts for Film Council okay.

The Council today was told by a special committee that a majority of the scenes were interiors, which could be just as well filmed in Hollywood; that there were no action sequences requiring foreign location shooting, and that process and background shots could be utilized here.

Stock-Buying

(*Continued from page* 1)

to insure against product shortages and more desirable sales policies.

Myers is in New York for a few days to discuss some unfinished business that was left over from the convention with president Wilbur Snaper. A number of items, he said, need "following through," among them being the theatre insurance study. A committee was appointed at the convention to make a study of possible insurance inequities in rates for theatres.

Work Starts on New U-I Studio Building

HOLLYWOOD, Oct. 20.—Ground was broken here yesterday for a new two-story building to accommodate Universal-International's studio advertising and promotion departments. President Milton R. Rackmil, who turned the first spade of dirt, said in a brief speech that the construction of the building was only one phase of a $350,000 building program.

Other executives who attended the ceremonies were N. J. Blumberg, board chairman; Alfred Daff, executive vice-president; Edward Muhl, production vice-president; David Lipton, vice-president, and Morris Weiner, studio manager.

Goldwyn

(*Continued from page* 1)

ing" contribution to the solution of the problems of the returning serviceman.

Mrs. Ahlgren and Mrs. Edwards, in a wire to Goldwyn, said in part:

"We urge you to do this at this time because we feel that the problems of the picture will again face many of our boys returning from Korea and in our opinion no finer exemplification of the American way of life could interpret these problems to the American people.

"We believe that it will strike a responsive chord in the hearts of all and inspire a sympathy and an understanding sorely needed in these difficult times. We consider 'The Best Years of Our Lives' one of the great classics of the screen, and we will be glad to bring it to the attention of our members as an important and stimulating contribution to the soul-stirring challenge of adjustment for our ex-service men."

Dorsett Shows

(*Continued from page* 1)

mance in larger theatres on the basis of yesterday's show.

Loyd G. Dorsett, president of the company bearing his name, said the system was now in use in houses of the Video Theatre Circuit in Oklahoma. He estimated the cost to exhibitors at $1,000, exclusive of additional speakers and amplifiers, adding the qualification that the other speakers are not expected to be comparable to the horn speaker in the center of the screen. Dorsett said the industry's reception to his system would determine his marketing and production plans.

The system, as explained by Dorsett, can be utilized for any film made with conventional sound. After cueing, which is done manually now on the sound track of the film, sound in various parts of the auditorium can be achieved. The system, it was added, employs only one speaker behind the screen and differs in multi-track stereophonic sound in that the cueing is done on the single sound track.

The Dorsett Laboratories of Norman, Okla., it was stated, is currently engaged mainly in electronic work for the Army and for oil companies.

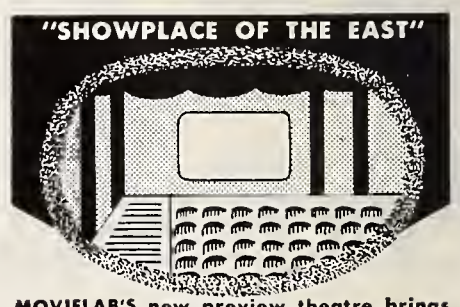
M. H.

20th-Fox May Shift

(*Continued from page* 1)

lionaire" will not make its debut on the Oct. 28 date, but will be set back at least a week. It is reported that 20th-Fox is dickering for another theatre to open with the picture day-and-date with the Globe.

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National Pre-Selling

"MOGAMBO'S" STAR, Clark Gable, is shown as a superman in conventional hunter's dress in the forward pages of "Life's" current issue. He, singlehandedly, with the aid of a modern firearm, protects Ava Gardner and Grace Kelly from a rhinoceros, which is taking its morning constitutional, a herd of giant African elephants and a snarling pair of leopards that appear to resent the visit in their African homeland of Miss Gardner and Gable. The photographs were made by a whimsical press agent who parlayed a single photograph into a jungle phantasmagoria.

•

"Take the High Ground," reports Philip Hartung in the November issue of "Woman's Home Companion," "is a fascinating love story produced by Dore Schary, mainly concerned with how youngsters are won away from bubble gum and made into "G. I.'s." Star Richard Widmark knows that "only the well-trained fighter survives in combat."

Five other pictures are reviewed in the issue.

•

"Little Boy Lost," "The Living Desert," and "Island in the Sky," are among a representative group of pictures reviewed in the October issue of "Seventeen."

•

"Those Redheads from Seattle," whose star, Rhonda Fleming, is redhaired, competes with some very delicious looking Brach's chocolates, in a full page colored ad appearing in the Oct. 25 issue of "American Magazine." This reader's palate always finds chocolates very agreeable. However, looking at Rhonda Fleming's red hair and blue eyes is like getting a glimpse of Paradise through binoculars.

•

"The Robe" has received the "Parents Magazine Medal of Extraordinary Achievement." On only three previous occasions has "Parents" made this special award to a motion picture. The medal was presented to Al Lichtman by Phil Willcox, executive on the staff of "Parents Magazine."

•

The fighter who stars in "The Joe Louis Story" returns to the ring determined to become champion in real life, reports "Look" in the current issue. The fighter's name is Coley Wallace. He was hired for the title role by Sterling Silliphant, producer of the picture, because he looks and moves amazingly like the former heavyweight champion.

•

The "Main Street to Broadway's" ad in "Pictorial Review's" Oct. 18 issue has as its basic theme Tallulah Bankhead's recollections of the pitfalls in becoming a Broadway star. While Tallulah's reactions are usually violent, they are always both interesting and entertaining.

•

Walt Disney's "The Living Desert" is named the picture-of-the-month in the November issue of "Redbook." It is now eligible for "Redbook's" annual Silver Cup Award.

WALTER HAAS

Review

"Jack Slade"

(*Allied Artists*) *Hollywood, Oct. 20*

THIS BIG-SCALE BIOGRAPHY of a killer who ran his string of homicides to 22 before slowing down is first of all a powerful Western, and, second, a penetrating consideration of the dynamics and the standards of the professional gunslinger. Strictly as a movie, it's an outright, bloody and steadily surprising story in which Mark Stevens, Dorothy Malone and Barton MacLane register individually compelling portrayals which score collectively with extraordinary impact. As a biography set down with candor and without shaping sympathy for its principal or against him, yet with right and wrong clearly in view at all times, it is an excellent example of filmic presentation. From either of these viewpoints, or any other, "Jack Slade" is a box-office bull's eye.

Jack Slade, unlike most of the bloodier bad men of the West, did most of his killing on the right side of what passed for the law in his time and place. That was post-Civil War Colorado. He killed his first man by accident when a boy of 13, then witnessed the shooting down of his father, wantonly, by stage robbers. This set up a revenge impulse in him, but it was the war that made him expert with weapons. When it was over he turned gunman in earnest, taking a job as guide and guard of a wagon train, a post entailing the killing of several would-be bandits, and he got into full swing with his gun when given charge of a division of stagecoach territory with headquarters at Juleburg. There he met and married a girl who stuck by him until the town folk, who at first idolized him, tired of his unbridled drinking and too ready shooting-irons which finally mowed down one of them by accident. Long before this he had given up trying to understand his own behavior, and resigned himself to the inevitability of a bullet that will bring him death instead of triumph. The end is not far away, when he flees outraged local authority, but it is not a formula finish.

The production is by Lindsley Parsons, easily his best, and the direction, very sure and steady throughout, is by Harold Schuster. John Burrows was associate producer.

The script by Warren Douglas is a smooth and finely balanced work, and it is a circumstance of importance that he functioned also as dialogue supervisor, keeping the film free of the linguistic bloopers and anachronistic slang that blow up so many Westerns.

Others in the cast are John Litel, Paul Langton, Harry Shannon, John Harmon, Jim Bannon, Sammy Ogg, Nelson Leigh, Ron Hargrave, John Halloran and Richard Reeve.

Running time, 90 minutes. General audience classification. Release date, Nov. 8.

Snaper

(*Continued from page* 1)

on their booking sheets. One exhibitor who operates a theatre within a short distance of the Metropolitan area said yesterday that he still had no picture to open a week from Sunday. With "The Robe" in for a long run at the Roxy, "From Here to Eternity" at the Capitol, "Little Boy Lost" at the Rivoli and "Mogambo" at Radio City Music Hall, outlying theatres that have availability two weeks after Broadway opening foresee a crisis in the product situation.

Some exhibitors fear that the pressure may be reflected in the recent demands for increased film rentals, claiming that the scarcity of potentially big grossing pictures has the distributors more firmly in the "driver's seat."

Snaper pointed out that the predictions made of a threatened product shortage at the recent national Allied convention in Boston came true quicker than had been expected. The pinch now is definitely here, he said.

The difficulty of the problem, exhibitors say, is that "nothing can be done about it." The answer rests with production.

An Allied bulletin in August treated the subject as follows: "A word of warning to subsequent-runs and small town theatres: there will be a shortage of product because of curtailment of production and the production of pictures that thousands of small theatres are not equipped to show. When buying film and planning for future dates, keep it in mind. Buying under pressure can result in destruction of theatres through contracts."

Chairmen Named

(*Continued from page* 1)

committee meetings, Abe Z. Bloom, TOA concessions committee chairman; 8:00 P.M., executive committee meeting, Walter Reade, Jr., executive vice-president.

Monday: 2:00 P.M.: Theatre concessions forum, Abe Z. Bloom; 4:00 P.M., open board of directors meeting, Charles P. Skouras, chairman.

Tuesday: 10:00 A.M.: Industry discussions session, John Balaban, honorary convention chairman, and David Wallerstein, convention chairman; 12:30 P.M., luncheon, Roy Cooper; 2:00 P.M., industry discussions session, Alfred Starr, TOA president.

Wednesday: 10:00 A.M.: Industry discussions session, S. H. Fabian and Mitchell Wolfson; 12:30 P.M., luncheon, Nat Williams; 2:00 P.M., Industry discussions session, E. D. Martin.

Thursday: 10:00 A.M.: Industry discussions session, H. H. (Heck) Everett; 12:30 P.M., luncheon, Tom Edwards; 2:00 P.M., industry discussions session, Joseph Rosenfield.

'Hans' Strong in Foreign Dates

Samuel Goldwyn's "Hans Christian Andersen" currently is playing in 26 cities in Italy, the company disclosed here. RKO Radio officials in Rome predict that the Italian grosses on the picture will exceed those of every other country on the Continent.

The production has completed its second week at the Central Theatre in Panama City, grossing more than $8,000. Heavy grosses also are reported from Antwerp and Brussells.



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FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 74. NO. 79 NEW YORK, U.S.A., THURSDAY, OCTOBER 22, 1953 TEN CENTS

Need Pledges

Must Establish Tax Support By December

Deadline Is Set by COMPO's Committee

The deadline for obtaining pledges of support from Congressmen and Senators in the industry's new campaign for the elimination of the Federal 20 per cent admission tax has been set for Dec. 1, it was revealed here yesterday by the Council of Motion Picture Organizations.

¶ In response to a letter sent by Col. H. A. Cole and Pat McGee, co-chairmen of the National Tax Repeal Campaign Committee, urging immediate action in the tax repeal drive, several state committee chairmen have already reported the names of several Senators and Congressmen who have renewed their pledges to vote for repeal of the tax.

State and Congressional district committees were requested by Cole

(*Continued on page 3*)

Ask Industry to Aid Radio Free Europe

WASHINGTON, Oct. 21.—The motion picture industry was asked today to support the Crusade for Freedom's $10,000,000 year-long drive to carry on the operation of Radio Free Europe.

Two Crusade trustees, Barney Balaban, president of Paramount Pictures, and Louis A. Novins, Balaban's assistant, attended meetings here throughout the day at which the Crusade's aims for the campaign were outlined. They were accompanied by

(*Continued on page 3*)

Schine Divestiture Hearings Postponed

BUFFALO, Oct. 21. — Schine Chain Theatres, Inc., divestiture hearings which had been adjourned by Judge John Knight in Federal Court here until today have again been postponed for several weeks by consent of both sides. The exact date for resuming the hearings will be set in a few days.

Proposed Settlement Of Eady Plan Turned Down by the CEA

By PETER BURNUP

LONDON, Oct. 21.—The Cinematograph Exhibitor Association's general council today rejected the proposed Eady plan settlement by a vote of 33 to 30. The provincial branches were especially adamant. It was agreed that the branches be called within 10 days to a meeting to submit their views to the head office.

The events then revealed that it had sufficient dimensions to be called a revolt and the general council then was recalled.

The producers today accepted the exhibitors' previous proposals.

Since a direct, government subsidy to production appears to be out of the question at this time, exhibitors say they will agree to any levy which leaves them in the black. This, in turn, demands a reduction in the entertainment tax scale.

British producers had insisted that

(*Continued on page 6*)

Industry Goal Is in Sight for JDA

The industry's goal of $75,000 for the Joint Defense Appeal "has almost been reached," reports William J. German of W. J. German, Inc., and Max E. Youngstein of United Artists. German is general chairman and Youngstein is dinner chairman of the JDA dinner in honor of Harry

(*Continued on page 3*)

National Project

ALLIED'S BUYING GROUP ADVANCES

Eight Theatres Take Next Grid Game For 'Acid Test'

Eight theatres in six cities are slated to carry Saturday's telecast of the Notre Dame-Georgia Tech football game, which is expected to be a much better box-office draw than last Saturday's opener.

Bill Rosensohn, Box Office Television sales manager, said reports from the field are encouraging, adding that the event should be the "acid test" for the grid series. The two theatres which dropped out of the football net, according to Rosensohn, are the Or-

(*Continued on page 3*)

To Judge QP Award Entries Tomorrow

Judging of showmanship campaigns for the third quarterly Quigley Awards, conducted by the Managers' Round Table of "Motion Picture Herald," will be held tomorrow morning in the offices of the Quigley Publishing Co. here.

The judges will be Leon Bam-

(*Continued on page 3*)

Western Organization May Be Set by January; Unit in East Later On

Allied States regional units are rallying in support of the projected organization of regional film buying groups which it is planned eventually to weld into a national buying organization, it was learned authoritatively yesterday.

Groundwork for the project has been done with a minimum of publicity over the past six to nine months. Only two confirmed news "leaks" are on record, one originating in Chicago when a meeting of Allied leaders and regional representatives was held there last spring to discuss plans for the national film buying set-up, and the other at the recent Allied national convention in Boston, where it was ascertained the subject had been discussed at meetings of the board of directors, at which encouragement reportedly was given.

Present indications are that the first will be in the Midwest and that it may

(*Continued on page 3*)

Walsh Seen in Line For 'U' Treasurer

Eugene F. Walsh, comptroller, assistant treasurer and assistant secretary of Universal Pictures Co., is regarded as a likely successor to Leon Goldberg as vice-president and treasurer of the company. Goldberg resigned the post recently and has since been named vice-president and chief financial officer of United Artists.

Decision on filling the vacancy at Universal will be made by Milton R. Rackmil, president, on his return here from an around-the-world business trip, on which he was accompanied by Alfred E. Daff, executive vice-presi-

(*Continued on page 6*)

35th Anniversary

World Wide Sales Drive by UA To Run for A Year

Arthur B. Krim, president of United Artists, yesterday announced the launching of a year-long, world-wide observance of the 35th anniversary of the founding of the company that will mark the principal milestone in the company's history throughout the coming year and will be highlighted by the commemoration of the April 17, 1919, incorporation of United Artists.



Arthur Krim

"We feel the 35th anniversary of United Artists is an event of major importance not only to our company, but to the entire industry," Krim stated. "For the continued existence and growth of United Artists over so long a time reflects the continued health and growth of independent film production, the continued faith of exhibitors throughout the world in independently-produced films and the unflagging interest of the public in the motion picture industry."

¶ Krim added: "The American motion picture industry has a great tradition both in our own

(*Continued on page 6*)

Five-Week 'Robe' Take Is $1-Million

"The Robe" at the Roxy Theatre here passed the $1,000,000 mark yesterday, at the end of its fifth week.

The $1,000,000 gross total, exclusive of the admission tax, was reached following a sturdy fifth week's gross of $150,000.

Personal Mention

ABRAM F. MYERS, Allied States board chairman and general counsel, will return to Washington from New York today.

•

ROBERT KAUFMAN, formerly Connecticut exploitation man for 20th Century-Fox and more recently in the Paramount home office exploitation department, has joined CBS-Radio in Los Angeles as program promotion manager.

•

MIKE SIMONS, assistant to H. M. Richey at M-G-M, will be guest speaker today at a luncheon of the Pleasantville Rotary Club at Mt. Kisco, N. Y.

•

JACK O'BRYAN, of the United Artists office in Portland, Ore., again this year will be the master of ceremonies for the Show-of-Shows staged by the Shriners.

•

MURRAY SILVERSTONE, president of 20th Century-Fox's International Corp., has arrived at Johannesburg, South Africa, from New York.

•

SAMUEL N. BURGER, general manager of Loew's International Corp., will leave New York today for Europe.

•

RUSSELL W. HADLEY, JR., Paramount International Far Eastern district manager, hes left New York for the West Coast.

•

MRS. TED HARRIS, wife of the managing director of the State Theatre, Hartford, has returned there from Louisville.

•

EDWIN J. SMITH, JR., RKO Radio assistant foreign sales manager, has returned to New York from Australasia.

•

JOE FRIEDMAN, of Warner's home office exploitation staff, has left here for Minneapolis.

•

ALFRED CROWN, RKO Radio foreign manager, today will arrive in Djakarta, Indonesia.

•

EARL W. WINGART, 20th Century-Fox merchandising manager, has left here for upstate New York.

•

P. T. DANA, Universal Pictures Eastern sales manager, left here yesterday for Boston and Washington.

•

HAROLD WIRTHWEIN, Allied Artists Western sales manager, has returned to Hollywood from Salt Lake City.

•

PHIL STANTON has been named to take over as office manager of Universal-International in Seattle.

•

A. M. KANE, Paramount South-Central division manager, has left New York for Dallas.

•

HUNTZ HALL will leave Hollywood late this week for New York.

To Show First TOA Service Film Nov. 3

"Courtesy Is Contagious," first in the projected series of instructional films for theatre staffs, will be given its first showing for theatremen on Nov. 3 at the Theatre Owners of America convention in the Conrad Hilton Hotel in Chicago, TOA announced here yesterday. The film will be shown at the luncheon on the third day of the conclave.

Runs 15 Minutes

The film, which was prepared by Filmack Trailer Co., in cooperation with TOA, stresses the importance of courtesy by theatre employes. Running time is approximately 15 minutes. Irving Mack, president of Filmack, will be present and will explain how the picture will be made available to ex-exhibitors. If reception of "Courtesy Is Contagious" meets expectations, other films dealing with various aspects of theatre operation and management will be produced, TOA said.

Borde and Krause in New RKO Radio Post

Seymour Borde and Lloyd W. Krause have been named RKO Radio branch managers for Los Angeles and Cincinnati, respectively, by Charles Boasberg, general sales manager. Harry Cohen, formerly branch manager of Los Angeles, and Stanley Jacques, formerly manager of Cincinnati, recently resigned.

Borde has been sales manager in Chicago since 1946. He joined RKO 15 years ago, beginning as booker in Chicago. He also served as branch manager in Des Moines. Krause has been a salesman in the Cincinnati office covering the city territory. Replacing Borde as sales manager in Chicago is Harold Copeland who has been a salesman at RKO's Denver exchange.

'The Robe' in 40 Dates by Tomorrow

Twentieth Century-Fox yesterday reported that "The Robe" will be showing in 40 situations throughout the country by tomorrow.

The film, which opened Tuesday at the New Theatre, Baltimore, and yesterday at the California, San Diego, will open in four theatres today, the Fox, Spokane; Liberty, Beaumont; St. Louis, St. Louis, and the Albee, Cincinnati.

Tomorrow the production will bow at the Palace, Montreal; Imperial, Toronto, and the Palace, Rochester.

Scanlon Resigns as Cinerama Treasurer

Ernest L. Scanlon has resigned as treasurer of Cinerama Productions Corp., effective Oct. 31, it was disclosed here yesterday. No successor has been named.

Scanlon, who will become a special consultant to the corporation, will leave here early in November for Los Angeles, in connection with his consultant post.

KMTA Board Asks Tax Repeal Drive

KANSAS CITY, Oct. 21.—Recommendations for developing in the Kansas City exchange area a thoroughly integrated and intensive campaign for admission tax repeal, through cooperation between the Allied and the TOA exhibitor groups in the area, were made Wednesday by the board of directors of the Kansas-Missouri Theatre Association.

December Meeting Discussed

The board discussed also plans for the association meeting Dec. 1 and 2 at Kansas City, when there will be presented reports on the TOA convention at Chicago. The board recommended to the committee on the Kansas City convention that there be displays of equipment, because of the interest of exhibitors in new processes and devices, and their desire to know about them.

Select Ampex for 'Oklahoma!' Sound

The Ampex multi-directional stereophonic sound system has been selected for "Oklahoma!," the first picture to be filmed in the new Todd-AO process, it was disclosed here yesterday.

Ampex also announced that major theatre companies have and are contracting for the company's sound system, which will be demonstrated to the trade here this morning at the Rivoli Theatre.

Ampex Now Marketing Theatre Sound Systems

REDWOOD CITY, Cal., Oct. 21.—The Ampex Corp., long active in the field of magnetic recording, now is offering complete theatre sound systems for the showing of CinemaScope and other processes using stereophonic sound techniques. Alexander M. Poniatoff, Ampex president, in outlining the new service featured by the company, stressed the fact that all components, from magnetic soundheads to loudspeakers, are built by the company itself as units of the Ampex multi-directional sound system. Five sizes are offered priced at from $4,500 to $10,300.

Skouras to Rochester For 'Robe' Premiere

ROCHESTER, N. Y., Oct. 21.—Spyros P. Skouras, president of 20th Century-Fox, will attend the gala premiere of "The Robe" to be held here Friday night at the RKO-Palace. He will be accompanied by his sons, Spyros, Jr., and Plato. While in the city, Skouras will meet with Bausch & Lomb and Kodak officials who were instrumental in the development of CinemaScope. B. & L. gave its attention to lens development and manufacture, while Kodak provided a special color process.

Also attending the premiere will be Earl Sponable, director of research for the producers; Sol A. Schwartz, president of RKO Theatres, and Harry Mandel, national director of publicity-advertising.

Finalize Salesmen's Pact; Runs Until Feb. 17, 1955

The new contract between the Colosseum of Motion Picture Salesmen and the distributing companies was formalized here yesterday by David Beznor, general counsel of the Colosseum, who was in New York from his headquarters in Milwaukee. The pact is retroactive to Feb. 17 and extends to Feb. 17, 1955, making it, in effect, a two-year deal.

The agreement gives all salesmen a $5 a week across-the-board salary increase plus a $1 a day hike for on-the-road expenses, raising the allowance from $9 to $10 a day. City salesmen will receive a daily expense increase of 75 cents a day, going from $4 to $4.75. Minimum salary for salesmen with 12 months' experience has been set at $80 a week. Other provisions of the previous contract remain the same.

Tentative Trial Date Set for Poster Suit

PHILADELPHIA, Oct. 21.—The monopoly action brought by the Independent Poster Exchange against National Screen Service and distribution companies has been tentatively set for trial in Federal District Court here on Nov. 9.

Meanwhile, however, Federal Judge William H. Kirkpatrick said he will take under advisement a motion by NSS to dismiss the suit.

Ask Poughkeepsie to Ban 'Immoral' Films

A petition for the adoption of an ordinance permitting the banning of "immoral shows and motion pictures" has been presented to the Poughkeepsie, N. Y., Common Council by church groups protesting the showing there of "The Moon Is Blue."

The Council adopted a resolution calling for an investigation of the city's powers to ban the showing of films regarded as immoral.

'Decameron' Goes To Fine Arts Here

The Fine Arts Theatre has been selected as the outlet for the New York premiere of "Decameron Nights," Charles Boasberg, RKO Radio general sales manager, disclosed here yesterday. "Decameron Nights," in color by Technicolor, stars Joan Fontaine and Louis Jourdan. It will be presented following close of the current run of "The Cruel Sea."



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Allied Group

(*Continued from page* 1)

be ready to begin operations early next year. The plan calls for the formation of an Eastern buying organization as rapidly as circumstances in individual areas permit, with an over-all, national administration to be brought into being as soon as development of the set-up warrants.

Plan Eventual Amalgamation

Presumably, the Midwestern organization would embrace membership from Pittsburgh to Minneapolis and South to the Gulf. An Eastern organization, planned to follow, would take in the territories from New England through Maryland and West Virginia.

Successful organization of both the Western and Eastern areas would be followed by an amalgamation of the two with some sort of over-all unity between them, it is believed.

The national film buying project, while not officially an Allied activity, would recruit most of its strength from Allied membership and Allied officials undoubtedly would be prominent in its organization and administration. However, it is noted that some Allied areas, notably in the East, are less enthusiastic over the project than those in the West.

This undoubtedly has persuaded some national Allied leaders to regard the plan as not properly one for organizational sponsorship, although certainly within the realm of Allied's interest.

See Action Early in '54

Principal proponents of the plan are understood to be Jack Kirsch, president of Illinois Allied, and James Sharkey, buyer for Co-Operative Theatres of Michigan. Their zeal is said to be responsible for the more rapid organization of the Midwestern group than the Eastern one, and leads to the expectation that they may be in business early in 1954.

An objective of 2,000 playdates is mentioned as an eventual possibility for the national set-up.

JDA Goal Near

(*Continued from page* 1)

Brandt, president of Brandt Theatres, to be held on Wednesday, Oct. 28 in the grand ballroom of the Hotel Waldorf-Astoria.

The JDA division hopes to reach the goal before the dinner so that there will be no need for fund-raising on the night of the affair. According to the two chairmen and the many motion picture executives who are serving on committees, present indications are that the figure will be topped before Oct. 28.

Eight Vice-chairmen Active

German and Youngstein noted that eight executives are actively engaged in rallying support for the JDA as vice-chairmen of the motion picture division. They are: Joseph Bernhard, of Joseph Bernhard Productions; Benjamin Kalmenson, Warner Brothers; Paul N. Lazarus, Jr., Columbia Pictures; Charles E. (Chick) Lewis, "Showmen's Trade Review"; Charles Moss, of B. S. Moss Theatres; Louis Phillips; Walter Reade, Jr., of Walter Reade Theatres, and Harold Rinzler of Randforce Amusements.

The funds raised will help JDA finance the activities of the American Jewish Committee and the Anti-Defamation League of B'nai B'rith.

Asides & Interludes

—by James Cunningham

THE Arthur C. Barnett Agency, in Chicago, is promoting a record; you know, one of those disc things. It is titled "Easy Lessons in Relaxation."

We have Arthur Barnett's word that the record "fits right into our troubled times—a pleasant prescription for all high-tension people—tired business executives, professional and sales people, writers, teachers, housewives, golfers, all workers in offices and factories—everyone who has a case of 'nerves,' who can't sleep, eat, or think straight.



"Nearly everybody knows that tension and stress are harmful. Research by noted doctors and clinics shows that the basic trouble with 50 per cent of their patients is caused by today's fast pace," says Mr. Barnett.

"'Easy Lessons in Relaxation' is a 10" double-face 78-RPM record. It plays eight minutes and in this time gives the basic information that it would take weeks and months to acquire through special study courses," adds Mr. Barnett.

May we gently suggest to all of those troubled souls in these days of confusion, clearances, CinemaScope, arbitration, arbitrary rentals, trust suits, media, forced sales drives, forced press agentry, color television, 3-D, 2-D, wide-screen, narrow-screen, charity drives, admission tax drives, landlord foreclosures, exhibitor conventions—we're out of breath—that you relax.

We relaxed after that.

☆ ☆ ☆

Terry Ramsaye went away the other day on a 3,000-mile tour to revisit America and scenes familiar before his days were filled with concern of hectic, striving New York and fantastic Hollywood. Here is Terry's bon voyage piece in his column in last week's "Motion Picture Herald":

There is a hope of somewhere discovering a little island in time where some of the old days linger. Perhaps up some narrow gravelled road there will be a farm which is a home, not a motorized food factory. It should have a shaded, mossy spring house where crocks of milk stand cooling on washed stones where clear water gurgles through, between sweeping fringes of moss into slow stream patterns. That will be milk the way the cow made it with no cooked tinge of pasteurization in it. The cream will come off with a skimmer, no whirring separator, and it will be so thick it will hold a spoon upright in the pitcher. With luck, too, there'll be buttermilk as it came from a patient hand churn on the back porch, flecked with the gold of tiny butter-flakes. There might be, too, some sparkling cider, with just an edge of authenticity in it. There will be no radio, no televison, and the party line telephone should be out of order.

It will be perfection if the reading lamp casts the mellow yellow glow that comes from kerosene, so appropriate to illuminate the pages of last week's country paper. There can be adventure in seeing what is the latest in the "boiler plate" syndicate type that fills the smudged columns.

After that to be awakened by a big red barnyard rooster announcing the dawn, breakfast of home cured ham and fried cornmeal mush with white clover honey—then back down the little road, nosing into the broad, mad turnpike speedway to be again a flying speck among the racing thousands in that river of haste.

☆ ☆ ☆

Mack-Aroons, by Irving Mack: Fun is like insurance—the older you get, the more it costs you. . . . Letting the grass grow under your feet just means mower trouble. . . . If you don't enjoy what you have now, how can you be happier with more? . . . Modern girls would rather be well-formed than well-informed. . . . I'm saving my money. Some day it may be worth something. . . . Customer: "I'll take the dollar dinner." Waiter: "On white or rye?"

☆ ☆ ☆

This has happened before, and it will happen again:

The management, or someone, of the Paris, Illinois, Exchange Club mailed out postcards to men in the community reading "Darling: Don't forget our date at 8 P.M. on Oct. 28." The card was signed "Dorothy."

One wife planned to start divorce proceedings and another kicked out a picture window during an argument with her husband. The cards were "teasers" for a Dorothy Lamour revue booked in there as a club benefit but the members admitted that the post-card idea "appears to have been a mistake."

☆ ☆ ☆

***Tips to Scenario Writers*: The Dawsonville, Georgia, cops have recaptured John R. Hardy, fugitive from a life sentence for the poison liquor deaths of 41 persons. . . . The Wisconsin Public Service Commission just approved the sale of the Antigo Farmers' Telephone Company to the new Antigo Telephone Company—for one dollar.**

Tax Support

(*Continued from page* 1)

and McGee to report on the progress of their pledge-seeking activities by the end of this week.

"The present Washington situation," Cole and McGee stated, "makes it imperative that we push ahead immediately with our Congressional contacts so that we will know how they stand now. In view of the changing conditions our thanks for past support must be followed up or combined with new assurances.

"Our deadline is Dec. 1. We must know by that date what our strength is so that our plans may be set for the opening of Congress."

In urging early action the letter pointed out that contacts with Congressmen and Senators should be made preferably by a delegation at a meeting, that each Senator and Congressman should be contacted individually and that COMPO should be kept advised of progress.

Although admitting that the tax situation in Washington has become worse, the letter underscores the co-chairman's confidence in success.

"This industry can win relief from the 20 per cent tax this session," the letter declares.

Radio Free Europe

(*Continued from page* 1)

Spyros Skouras, president of 20th Century-Fox, and Benjamin Berger, North Central Allied independent theatre owner and Minnesota chairman for the Crusade.

In addition to supporting the Radio Free Europe operation, the crusade also hopes to use the $10,000,000 fund to organize resistance in Communist satellite countries.

Balaban and Skouras are expected to announce details on the industry's cooperation after they return to New York.

Next Grid Game

(*Continued from page* 1)

pheum, Omaha, and Paramount, Des Moines. The remaining theatres are the same as last Saturday, he added.

Rosensohn, meanwhile, left here last night for Pittsburgh to address a meeting of Allied of Western Pennsylvania. His topic will be the theatre TV medium and the leasing arrangement for equipment which BOT is offering to theatres.

Quigley Awards

(*Continued from page* 1)

berger, sales promotion manager of RKO Radio Pictures; Fortunat Baronat, director of publicity of Universal International, and Vincent Trotta, commercial artist and former head of Paramount's and National Screen Service's art departments in New York.

Warner 'Favorite Son'

CLEVELAND, Oct. 21.—Albert Warner, vice-president of Warner Brothers, yesterday delivered an address at Governor Lausch's Sesquicentennial luncheon as an Ohio "favorite son." In the evening, Warner was introduced by Bob Hope on the NBC network and attended a "favorite sons party" at the Hotel Carter.

IS YOUR
THEATRE
EQUIPPED
FOR



ALL THIS..

Marilyn
MONROE
Betty
GRABLE
Lauren
BACALL

AN



D CINEMASCOPE TOO!

OW TO MARRY MILLIONAIRE

TECHNICOLOR

and co-starring

William POWELL

20th's SECOND GREAT PICTURE IN

CINEMASCOPE

YOUR CUSTOMERS WILL MAKE PASSES AT THESE GIRLS...WITHOUT GLASSES!



UA Sales Drive

(Continued from page 1)

country and also throughout the entire world. Through this worldwide, year-long celebration of United Artists' 35th anniversary, we intend to call attention to that tradition and to emphasize, for the public at large, that our company and the entire industry is doing its utmost now to maintain that tradition and that we will extend it far into the future."

Paying tribute to United Artists and its founders and to the motion picture industry as a whole, the celebration will involve the company's entire force in this country and abroad, Krim said.

A complete program of events for the anniversary year will be announced shortly.

N. Y., Washington, Toledo Hail 'So Big'

Washington and Toledo are vying with New York in welcoming Warner Brothers' "So Big," film version of the Edna Ferber novel. From Washington, the producers have received a wire from the General Federation of Women's Clubs, members of which attended a special preview of the film, and which cited the production as "the type of picture greatly needed today."

In Toledo, where "So Big" opens today, the picture has been heralded on the city's television and radio stations, while many of the community's largest advertisers are using cooperative copy on the theme that "Our Values Are So Big, etc."

Here in New York the Paramount Theatre is offering free admission to any person bringing a hard-cover copy of the Ferber novel. All books will be presented to hospital libraries.

Review

"Time, Gentlemen, Please!"

(Mayer-Kingsley)

THIS is a delightful study of an old ne'er-do-well who turns his village upside down with the aid of fate and charm. The other characters, however, are stock in nature and sometimes dull in execution. The villains are so nasty that the audience wants to hiss, and the good people are right out of Grimm and Andersen. Although the picture tries to satirize too often to be considered a fairy tale, it does have many amusing moments, thanks to Eddie Byrne as the beloved bum.

The very small town of Hayhoe in England is expecting a visit from the Prime Minister because of its high productivity and its almost 100 per cent employment. The "almost" represents the old rogue who would rather drink and philosophize. The village council (an ornery quartet who are up for reelection) is determined to have a perfect record. So they connive to have the old gentleman put in the almshouse which has been unoccupied for many years. Here he must abide by rules laid down 400 years previously. When a new vicar arrives, he discovers Byrne is entitled to 6,000 pounds per year. From thereon, a number of circumstances occur which leave Hayhoe with a new council and Byrne with a new job.

Most of the humor is derived from the leading character. The accompanying narration strives too heavily to be funny, and so does the burlesque on politics and small towns. None of the cast names is well-known here even for art audiences, but the performances, in general, keep up with the whimsical quality of the story. Jane Barrett, as the reprobate's granddaughter, is attractive and makes the most of a part that's trite at best.

"Time, Gentlemen, Please!" is based on R. J. Minney's novel, "Nothing to Lose." The screenplay was by Peter Blackmore. Herbert Mason and Lewis Gilbert produced and directed, respectively. It's a Group 3 production. Others in the cast are Hermione Baddeley, Raymond Lovell, Dora Bryan, Robert Brown, Marjorie Rhodes, Thora Hird, Ivor Barnard, Sidney James, Eddie Martin, Sydney Tafler, Joan Young, Marion Stone and Patrick McAlinney.

Running time, 79 minutes. General audience classification. September release.

Schilken Back with 'IA'

MINNEAPOLIS, Oct. 21.—Frank Schilken, who resigned from Local No. 219, IATSE, three weeks ago, has withdrawn his resignation and resumed his post as business agent of the unit.

CEA Rejects

(Continued from page 1)

they will require £3,000,000 annually from the Eady funds but have submitted no balance sheets to exhibitor representatives to justify the figure. Exhibitors had countered that the box-office yielded only £2,750,000 to the Eady fund this year and that the difference, if the producers' figure is to be accepted, must be made up by the government either as a subsidy to producers out of the Exchequer Fund, or in a reduction of the entertainment tax to a degree which will enable exhibitors to meet the present levy.

With only 10 days of the governmental ultimatum remaining, the exhibitors must work fast. They now await the move of the distributors.

Walsh Seen

(Continued from page 1)

dent. The two are now in Hollywood and are expected to arrive here today or tomorrow.

A meeting of the Universal board of directors is scheduled for next Tuesday at which time action on the Walsh appointment could be taken.

Name Bob Eisenhauer

Bob Eisenhauer, information director of the Chesapeake and Ohio Railway, has been appointed director of public relations for Chesapeake Industries, the parent company of Pathe Laboratories, Inc., it was disclosed here yesterday.



FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 74. NO. 80 NEW YORK, U.S.A., FRIDAY, OCTOBER 23, 1953 TEN CENTS

321 from Hollywood

Quality If Not Quantity Seen For Next Year

Shortage Not as Severe As First Anticipated

Although the product situation for next year is shaping up somewhat on the slack side, it will not be as tight as many exhibitors anticipate, "Motion Picture Herald" today will point out as the result of a survey of current production plans of 11 companies.

Side-stepping consideration of the new screen techniques, the survey will reveal the following product facts:

¶ **A minimum of 321 features now are scheduled to be produced by the companies in 1954. This figure, representing a decline of 103 features from the number of films released in 1953, does not include backlogs from 1953, new independent product, reissues and British and foreign product.**

¶ Despite all the talk of product

(*Continued on page 6*)

Current and Future Lopert Product Is Acquired by UA

Acquisition by United Artists of five current releases of Lopert Films Distributing Corp., as well as future product to be made by Ilya Lopert and Robert Dowling, was disclosed here yesterday by Arthur B. Krim, UA president, and Lopert. UA will handle the pictures only in the United States and its possessions. The films will be distributed as Lopert-United Artists releases, the agreement being effective immediately.

The five pictures are: "Gilbert and

(*Continued on page 7*)

Anniversary Drive Will Honor Krim

The worldwide United Artists' 35th anniversary sales drive will honor Arthur B. Krim, president of the company, it was announced here yesterday by William J. Heineman, vice-president in charge of distribution, and Arnold M. Picker, vice-president in charge of foreign distribution.

The sales drive will be an integral

(*Continued on page 7*)

Charles E. ('Chick') Lewis, 57, Fatally Stricken at Home

Charles E. ("Chick") Lewis, editor and publisher of "Showmen's Trade Review" and executive vice-president of the Variety Clubs-Will Rogers Memorial Hospital at Saranac Lake, N. Y., died suddenly of a heart attack yesterday at his home in Scarsdale, N. Y. He had been in apparent good health prior to the attack, having been at his office as usual during the week.



Charles E. Lewis

Lewis was 57 years old. He is survived by his widow, Marjorie R. Lewis, and two daughters, Patricia Ann and Judith Ellen. Funeral will be held here Sunday at 11 A.M., from Riverside Memorial Chapel.

Lewis was one of the early national officers of the Variety Clubs International and in that capacity became in-

(*Continued on page 6*)

N.Y. Exchange Pact Is Set

New York exchange employees and their companies have concluded negotiations for a new contract, after approximately 11 months of intermittent conferences. The agreement was reached late Wednesday night between the distributors' negotiating committee, headed by Clarence Hill of 20th Century-Fox, and Local No. H-63, with Russell Moss representing the union.

The settlement was made on the basis of a $4 per week increase for each employee, plus other terms which were described as "the elimination of

(*Continued on page 6*)

3 Banned Films in Md. to Get Hearing

BALTIMORE, Oct. 22.—Three of four films banned by the Maryland Board of Censors will have an omnibus hearing on Oct. 28, according to an agreement among opposing attorneys.

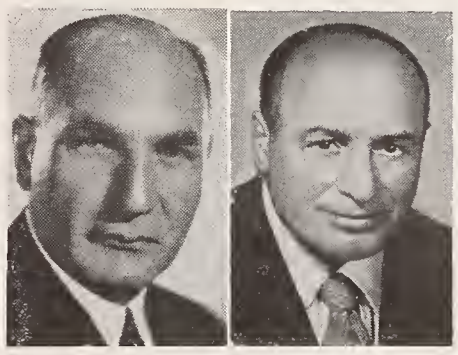
The pictures in question before Baltimore City Court Judge Herman Moser on that date will be "The Moon

(*Continued on page 6*)

Eliminating 'Confusion'

WB WILL PRODUCE IN CINEMASCOPE

Signatories to New Pact



Albert Warner Al Lichtman

Makes Deal with 20th On System, Minimum Of 6 Top Films Listed

Warner Brothers has concluded a deal with 20th Century-Fox for the production of "many" of its top productions in CinemaScope, separate statements issued by the heads of the respective companies yesterday disclosed.

¶ **Both WB vice-president Albert Warner, and 20th-Fox president Spyros P. Skouras hailed the move as underlining cooperation within the industry to eliminate confusion in order to serve the best interests of the business.**

Warner Brothers, by utilizing CinemaScope, ended its plans to produce pictures in the WarnerScope anamorphic system, which was similar to CinemaScope and the process known as Vistarama.

The conclusion of negotiations was marked by a WB announcement that it has already begun production in

(*Continued on page 7*)

Columbia Net Up $139,000

Columbia Pictures' estimated net profit for the 52 weeks ended June 27 was $942,000, compared with a net of $803,000 for the corresponding 52 weeks of 1952, a rise of $139,000. Net profit before Federal taxes was $2,149,000, compared with $2,246,000 in the 1952 period.

Estimated provision for income taxes for the 52 weeks ended last June was $1,207,000, compared with $1,443,000 in the previous year.

Per share earnings for the year were 99 cents. In the previous year, share earnings amounted to 78 cents. Outstanding shares on June 30 totalled 687,436, compared with 670,669 last year.

Predicts New Media Will End Dual Shows

The growth and acceptance of new media, including wide-screen, three-dimension and other technical developments, will make it necessary for exhibitors who have been rooted in the double-bill policy to think seriously about adopting single-feature programs, it was predicted here yesterday by Oscar A. Morgan, Paramount short subject and newsreel sales manager.

"There is at this time," said Morgan, "definite evidence of what might be called a trend toward single bills. Three-D pictures, for the most part,

(*Continued on page 7*)

Majors to Exhibit Product Displays At TOA Meeting

CHICAGO, Oct. 22.—All major companies will have exhibits on current and future product at the 1953 Theatre Owners of America convention at the Conrad Hilton Hotel here on Nov. 1-5. The displays will be placed in the foyers and corridors leading to the TOA meeting halls.

"The companies will stress the quantity and quality of pictures that are now available and soon to be

(*Continued on page 6*)

Find Ampex Sound Show 'Excellent'

An excellent demonstration of the Ampex multi-directional stereophonic sound system was held here yesterday in the Rivoli Theatre. Utilized for the show were three behind-the-screen speakers and four auditorium speakers.

There was clarity and fibre in the sound, which on occasion came from

(*Continued on page 6*)

Personal Mention

MILTON R. RACKMIL, Universal Pictures president, and ALFRED E. DAFF, executive vice-president, will return here at the weekend from Hollywood, completing an eight-week 'round-the-world trip.

•

AL GARDINER, former Warner and Universal salesman now operating theatres in Logan and Woodbine, Ia., is in a Council Bluffs hospital following an automobile accident near Logan.

•

WILLIAM ORNSTEIN, M-G-M trade contact, has had his story, "Almost a Hero," accepted for dramatization on radio station WMGM. It will be heard Sunday at 12:30 P.M.

•

HAROLD E. FELLOWS, president of the National Association of Radio and Television Broadcasters, was in Atlanta this week from Washington.

•

BEN BECK, associate owner of the Uptown Theatre, Baltimore, and MRS. BECK, have left there for Italy to visit their soldier son.

•

ROBERT K. HAWKINSON, RKO Radio assistant foreign manager, has returned here following several weeks of hospitalization.

•

LEO GREENFIELD, Albany, N. Y., branch manager for Universal-International, left there this week for New Haven.

•

GUY VERNEY, formerly with the J. Arthur Rank Organization in England, has arrived in Toronto from London.

•

FRANK HARRIS, manager of the United Artists exchange in San Francisco, has returned there following an illness.

•

H. M. RICHEY, M-G-M executive here, will attend the annual convention of the Theatre Owners of America in Chicago Nov. 1-5.

•

EDDIE KLEIN, head of Bay State Films, Boston, has returned to his Brookline home following hospitalization.

•

DAVID A. LIPTON, Universal Pictures vice-president, is due in New York this morning from Hollywood.

•

MARTIN MOSKOWITZ, 20th Century-Fox New York division manager, was in Gloversville Wednesday from here.

•

A. A. WARD, vice-president of Altec Lansing Corp., has returned to Beverly Hills from New York.

•

DR. J. G. FRAYNE, Westrex Corp. engineering manager, has returned to Hollywood from New York.

•

JOHN SCHMITZ, of the M-G-M studio technical staff, will arrive here Sunday from Hollywood.

•

CHARLES R. ROGERS, independent producer, has arrived in New York from the Coast.

Canadian Industry Meeting Dates Set

TORONTO, Oct. 22. — Final dates have been set for the series of trade meetings in Toronto during the week of Nov. 23 at the King Edward Hotel, along with an equipment show and social functions. The revised dates are:

¶ Nov. 23, National committee, Motion Picture Exhibitors Associations, Morris Stein, chairman.

¶ Nov. 24-26, Motion Picture Industry Council of Canada, Mayor A. J. Mason, Springhill, N. S., chairman.

¶ Nov. 25, Motion Picture Theatres Association of Ontario, J. D. McCulloch, Petrolia, Ont., chairman.

¶ Nov. 25-26, exhibition of theatre equipment, supplies and confectionery.

¶ Nov. 25, banquet of Canadian Picture Pioneers, Royal York Hotel, president N. A. Taylor, chairman.

Overrule Defendants In Wisconsin Suits

WAUSAU, Wis., Oct. 22.—U. S. Judge Patrick T. Stone in Federal Court here has overruled a series of motions by exhibitor defendants who attacked the percentage suits against them brought by six distributors. Defendants are the Hollywood Theatre and Stardusk Highway Drive-in at Eau Claire, and the Stardusk Drive-in at Superior. Named specifically are Sheldon Grengs, Stardusk Theatres, Inc., and Tower Theatres, Inc.

The exhibitor motions had sought to sever each action between the individual and the corporate defendants and to dismiss each action for allegedly failing to meet Federal jurisdictional requirements. The motions also sought to strike from the complaint all reference to alleged frauds committed by the individual defendant at the Hollywood Theatre prior to the date the corporations were formed and to make the complaints more definite and certain in various aspects.

Plaintiffs in the case are Columbia, Warner Brothers, Loew's, 20th Century-Fox, Universal and RKO Radio.

David Shearer and David H. Preus of the Minneapolis law firm of Shearer, Byard, Trogner and Peters represent the distributors with Sargoy and Stein, of New York, of counsel.

Independents to Meet on Product

NEW ORLEANS, Oct. 22.—New product will be the major topic of discussion at a meeting of Southern independent distributors, slated for Sunday, at the Roosevelt Hotel.

Among those scheduled to attend are John Mangham, Atlanta, Herman Beiersdorf, Dallas, Fred Meyers and Cliff Wallace, Memphis, J. Francis White, Charlotte, and Harold F. Cohen and Joy M. Houck, New Orleans.

Toronto in Tribute To 'Robe,' Skouras

TORONTO, Oct. 22.—A formally-attired invited audience of government officials, social, business and civic leaders, stars of the entertainment world and members of the trade and press were guests tonight of Spyros P. Skouras, president of 20th Century-Fox, and J. J. Fitzgibbons, head of Famous Players Canadian, at the premiere of "The Robe," which opened at the Imperial Theatre. The Canadian Broadcasting Co. and station CKEY tape-recorded interviews with Skouras for re-broadcast tomorrow.

A civic welcome to Skouras was held this morning at City Hall.

Among the many prominent officials in the audience were Leslie Frost, Premier of Ontario; Alan Lamport, Mayor of Toronto, and Stefanos Rockanas, Greek vice-consul.

From New York to attend the opening with Skouras were William C. Gehring, executive assistant general sales manager, and Arthur Silverstone, Eastern and Canadian sales manager.

Famous Players Canadian will introduce CinemaScope shortly at 20 of its leading units across the country. "The Robe" will open its Montreal engagement tomorrow at the Palace Theatre, followed by scheduled openings Oct. 29 at the Capitol theatres in Winnipeg and Vancouver.

Para. Studio Hits Peak Production

HOLLYWOOD, Oct. 22.—Paramount, with five major productions before the cameras, hit a production peak this week for the year. Shooting has just begun on "Living It Up," and "Legend of the Inca."

"Living It Up" toplines Dean Martin, Jerry Lewis and Janet Leigh. Norman Taurog is directing and Paul Jones is producing.

"Legend of the Inca" is being directed by Jerry Hopper with Mel Epstein producing.

Also currently shooting are: Irving Berlin's "White Christmas" in color by Technicolor, starring Bing Crosby, Danny Kaye, Rosemary Clooney and Vera-Ellen, produced by Robert Dolan and directed by Michael Curtiz; Billy Wilder's "Sabrina Fair" in which Humphrey Bogart, Audrey Hepburn and William Holden share starring honors, and Hal Wallis' "About Mrs. Leslie," with Shirley Booth and Robert Ryan starred, directed by Daniel Mann.

December in Atlanta 'Dave Prince Month'

ATLANTA, Oct. 22. — December will be "Dave Prince Month" in this territory as RKO Radio's four branches in the Southeastern district join forces to pay tribute to their veteran district chief. Prince has been Southeastern district manager for the company since joining the organization in 1940.

Ira Stone, local RKO manager, will be drive leader.

$1,250,000 Take for 'Eternity' at Capitol

Columbia's "From Here to Eternity" today becomes the second longest-run film in the history of the 34-year-old Capitol Theatre here as it plays the third day of its 12th week. In its run so far at the Capitol, the picture has played to over 1,000,000 admissions and has grossed , after taxes, in excess of $1,250,000.

The only feature to have played longer at the Capitol was "Moulin Rouge," which stayed 15 weeks earlier this year. Previous holder of second place was "Gone With the Wind" which held at the theatre for 11 weeks and two days in 1939.

N. Y. Center Theatre To Be Demolished

The Center Theatre here, built 21 years ago as one of the key units of Rockefeller Center, will be demolished starting next May to make way for a 19-story, $11,000,000 office building.

The theatre was opened to the public in 1932 as a motion picture house. Among the well-known films presented there were "White Horse Inn," "The American Way" and "The Great Waltz." The structure subsequently featured stage spectacles, ice shows and grand opera. In 1950 the theatre was leased to NBC for the presentation of "live" television shows. With the present expiration of that lease, the decision to supplant the structure with an office building was reached.

Sunday Fight Is Won

ATHENS, Tenn., Oct. 22.—One of the longest and most determined fights ever made for the right to show Sunday films ended in victory here when, after a four-week "trial" period, the City Council voted four to one to permit Sunday performances at hours other than during church services.

NEW YORK THEATRES

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Rockefeller Center

"MOGAMBO"
starring
CLARK GABLE • AVA GARDNER
color by TECHNICOLOR — An M-G-M Picture
and SPECTACULAR STAGE PRESENTATION

WARNER BROS. present
So Big
STARRING JANE WYMAN
CO-STARRING STERLING HAYDEN • NANCY OLSON
In Person
DUKE ELLINGTON
World Famous Concert Orchestra
EXTRA STUMP AND STUMPY
The GOLDEN GATE QUARTET
PARAMOUNT TIMES SQUARE
Midnight Feature

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LITTLE BOY LO

A PERLBERG-SEATON PRODUCTION

ALL-TIME RECORD set in Philadelphia...

ONE OF TOP GROSSERS EVER in Baltimore...

WEEK'S GROSS IN FIVE DAYS in New Orleans...

RIGHT UP THERE WITH "STALAG 17" in St. Paul and New Haven, as well as smaller situations like Hazelton, Pa. and Modesta, Calif....

MATCHING RECORDS OF "COME BACK, LITTLE SHEBA" in Buffalo, Easton, Miami and St. Louis...

HELD OVER 6 weeks New York, 6 weeks Los Angeles, 3 weeks San Francisco. Des Moines and Duluth too...

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AND
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— *Winchell*

"Paramount has another winner. I beg you to take your whole family to see it. This is unquestionably the finest Crosby picture since 'Going My Way'!"
— *Parsons*



STARRING

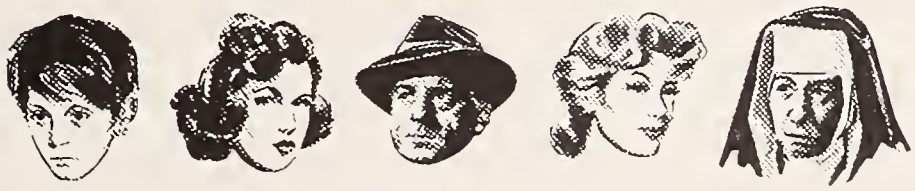
BING CROSBY

CLAUDE DAUPHIN

WITH CHRISTIAN FOURCADE
AS THE LITTLE BOY

PRODUCED BY WILLIAM PERLBERG
DIRECTED BY GEORGE SEATON
WRITTEN FOR THE SCREEN BY
GEORGE SEATON

BASED UPON THE STORY "LITTLE BOY LOST" BY MARGHANITA LASKI
NEW SONGS—LYRICS BY JOHNNY BURKE • MUSIC BY JAMES VAN HEUSEN



PARAMOUNT is the hottest company today with this *and* **THE CADDY ARROWHEAD · THE WAR OF THE WORLDS ROMAN HOLIDAY.** And great ones coming up, like **BOTANY BAY CEASE FIRE** and **HERE COME THE GIRLS.**

1954 Product

(*Continued from page* 1)

shortage this year, the total number of films to be released in 1953—424—shows a substantial increase over the total of 384 films released in 1952.

¶ The increase in the number of 1953 releases over 1952 is not accounted for by the increase in the number of reissues. There will be 33 reissues this year, compared with 27 last year, an increase of only six, while 1953 releases will exceed the previous year's by 40.

Companies included in the survey are Allied Artists, Columbia, Lippert, M-G-M, Paramount, Republic, RKO Radio, 20th-Fox, United Artists, Universal and Warner Brothers.

No one of these companies has committed itself to a hard-and-fast 1954 production schedule. The "Herald" figures are based in-so-far as possible on recent product pronouncements or on policy statements by leading company officials. This is the case with Allied Artists, Lippert, M-G-M, Paramount, Republic, RKO, 20th-Fox and United Artists, with the others—Columbia, Universal and Warners—none of which has indicated any anticipated cutback; presumably maintaining their current production pace.

Leading the companies planning a marked decrease in production are M-G-M and 20th Century-Fox.

13 in CinemaScope

The total of 22 films scheduled by 20th-Fox in 1954 (compared with 41 new films in 1953) includes 13 features in CinemaScope and nine features produced by Leonard Goldstein's Panoramic Productions. It does not include an unspecified number of independent films.

Although M-G-M has indicated it will put only 21 films before the cameras next year, current plans, outlined by Dore Schary, call for the release of approximately 30 films, the nine extra presumably coming from the backlog of 1953 product. Last year M-G-M released 43 new films.

RKO Radio's plans for 1954 were sketched in London last month by James R. Grainger, president. Emphasizing that his company intended to stay in the double feature market, he said RKO would make 16 to 18 films next year.

At the same time Grainger said this total number of films would be augmented by another six from independents as well as about 10 reissues. This year RKO expects to release 31 new films.

The United Artists schedule calls for 36 films for 1954, compared with 51 this year. However, since its role is that of distributor of independent product, it can be assumed that the number of films which will have been released by the company by the end of next year will be somewhat more than 36.

The clearest indications as to what Paramount intends for the coming year were contained in a speech by Barney Balaban, president of Paramount Pictures, at a September testimonial luncheon for Adolph Zukor in New York. Balaban said the company's 1954 release schedule will equal this year's in number (30). Paramount released 22 new films in 1952, plus one reissue.

Another company talking increased budgets is Herbert J. Yates' Republic Pictures. Toward the middle of this year Yates foresaw the so-called "B" picture's demise and the company's policy of concentrating henceforth on fewer but more expensive productions. Actually, the company next year plans between 15 and 20 such films. This compares with Republic's 22 releases set for this year.

Allied Artists' production remains fairly constant. Its total scheduled for 1954—35—is only one less than in 1953.

The Lippert lineup of 29 also is the same as this year's total.

Barring any cutbacks, the coming year will see approximately 47 new films from Columbia, 36 from Universal and 27 from Warners. Not included in the Universal total is an unspecified number of special British films from J. Arthur Rank. This year Universal handled eight in that category.

Seen as inevitable results of the tightening product situation are (1) increasing numbers of reissues; (2) increasing use of short subjects to augment programs; (3) a growing market for foreign films; and (4) longer individual runs.

'Love' to be Hall's Christmas Film

The Christmas holiday picture for Radio City Music Hall will be M-G-M's "Easy to Love," starring Esther Williams, Van Johnson and Tony Martin.

The picture, filmed in color by Technicolor in Cyprus Gardens, Fla., will be shown in conjunction with the Hall's traditional Christmas stage show.

Ampex Show

(*Continued from page* 1)

various and all sources. Used in conjunction with the demonstration were reels from "The Robe," an Altec test reel, and clips made especially by Ampex. Some of the most realistic effects were achieved by the sound of an incoming train.

Spyros P. Skouras, president of Skouras Theatres, which will distribute and install the equipment through a subsidiary corporation, under the supervision of Altec, made a few introductory remarks. Mel Sprinkle, in charge of theatre operations for Ampex, said that the cost of the equipment, exclusive of installation charges, ranges from $4,500 to $9,000, according to the size of the house. He estimated that the cost of the Ampex equipment at $9,000 for the Roxy. The subsidiary company owned by Skouras Theatres is the Circuit Construction Co.

M. H.

S-W to Join BOT Grid Net Oct. 31

The first Stanley Warner theatre TV-equipped house to line up for the Notre Dame football telecasts being offered by Box Office Television is the Stanley, in Baltimore, it was disclosed here yesterday.

The Stanley has booked the Navy-Notre Dame game slated for Oct. 31.

Majors to Exhibit

(*Continued from page* 1)

available," David Wallerstein, convention chairman, said today. "These displays also will emphasize the upbeat attitude that is becoming more and more pronounced by both exhibitors and the public."

Companies' Plans Outlined

Companies which to date have scheduled exhibits at the convention are: Columbia Pictures, keynoting its display with the 850-pound model of the U.S.S. "Caine" used in filming "The Caine Mutiny." Also highlighted will be "Miss Sadie Thompson" and "It Should Happen to You."

Metro-Goldwyn-Mayer will have an animated "surprise" exhibit, displaying current and future product.

Paramount Pictures will spotlight "Paramount Pictures and Personalities."

Republic will herald forthcoming product for the next three months.

Twentieth Century-Fox will feature CinemaScope, showing the application of the medium to the average theatre.

United Artists will have a three-dimensional exhibit, pointing out the "UA Big Ones of the Future."

Universal principally will stress its forthcoming production, "The Glenn Miller Story."

Warner Brothers will play up forthcoming product, underlining producer-director George Stevens' "The Giant."

Allied Artists, RKO, and others are expected to join in presenting exhibitors.

Exchange Pact

(*Continued from page* 1)

certain salary inequities and the standardization of hours of employment." The salary increase is retroactive to Dec. 1, 1952. Closing of the New York exchange workers' contract leaves only three key cities in which negotiations have not been concluded. They are Boston, Buffalo and New Haven.

It is understood that Richard Walsh, international president of the IATSE, had agreed to grant strike permission to the exchange employees if a settlement had not been reached this week.

Publicist Pact Pending

Meanwhile, Local H-63 is preparing to resume negotiations for a new pact for Paramount home office employees and Paramount publicists. J. H. Mandlebaum, Federal Mediation Commissioner, yesterday was arranging for a meeting between the Paramount management and the union. It is expected that parleys on a new pact for the Paramount publicists will get under way early next week.

3 Banned Films

(*Continued from page* 1)

Is Blue," "Mom and Dad," and "The Story of Bob and Sally," the distributors of which are fighting the ban.

The fourth film, "Street Corner," which was banned by the censors, received a nod from the court, which called the censor's action "arbitrary and capricious." Following the court's decision, censor board chairman Sydney Traub refused to affix the censor's seal to the film, claiming new evidence purporting to show that the film was "indecent and obscene." He has petitioned Judge Moser for a rehearing.

'Chick' Lewis

(*Continued from page* 1)

terested in the Will Rogers Memorial Hospital at a time when it was threatened with closing for lack of support. Lewis aided not only in saving the institution, which ministers to tubercular members of the industry and their families, by helping to gain industry financial assistance for it, but also was instrumental in effecting the part sponsorship of the hospital by the Variety Clubs International.

Lauded by Industry Executives

Since then Lewis devoted his time and self to the hospital, its maintenance, expansion and improvement, and to fund-raising activities in its behalf, to the exclusion of many of his business and personal activities. Only last Friday he participated in a luncheon in New York to help launch the annual Christmas Salute for the hospital, at which his untiring efforts on behalf of the institution, its welfare and its patients, were warmly extolled by such speakers as Abe Montague, president of the hospital; R. J. O'Donnell, a former president; Charles Einfeld, luncheon chairman, and Moe Silver, exhibition chairman for this year's "Salute."

"Chick," as he was familiarly known throughout the industry, spent his entire working life in motion pictures. At the age of 13 he started as a studio boy for the old IMP Company and continued with other enterprises of the late Carl Laemmle, Sr. He handled road shows of "Paul Rainey's African Hunt" for Jungle Film Co., later preparing and editing the film for state's rights. He handled distribution for World Best Film Co., which made Capt. Jack Bonavita animal pictures in Florida.

In Exhibition in 1916

In 1915, Lewis joined Kinetophoto Corp. as Eastern sales manager for its K. C. Booking Co. He went into exhibition in 1916 and operated theatres as division and circuit general manager in New York State and New England and, later while with Homack Construction Co., built about a dozen theatres.

He entered the trade paper field in 1928 with "Motion Picture News" and following the consolidation of the "News" with "Exhibitors Herald-World," which formed the present "Motion Picture Herald," Lewis continued in charge of the Managers Round Table department of the Herald. He started "Showmen's Trade Review" in 1933.

In addition to his posts with Variety International, Lewis was a member of Motion Picture Associates, and of Motion Picture Pioneers.

Set Schine Hearing Of Suit for Nov. 23

BUFFALO, Oct. 22.—Through an agreement between the government and attorneys for Schine Chain Theatres, hearings on the Schine divestiture case will be resumed on Monday, Nov. 23 and it is understood that hearings really will start at that time. They have been postponed several times. The hearings will be held in Federal Court here before Judge John Knight.

WB-'Scope

(*Continued from page* 1)

CinemaScope of "A Star Is Born," featuring the return to the screen of Judy Garland, and plans CinemaScope production of five other top-budgeted properties. The deal, according to Skouras, was negotiated by Al Lichtman, distribution director of 20th-Fox.

Declared Skouras: "I believe the trade will applaud Warner Bros. for eliminating confusion and adopting the CinemaScope process. Warner Bros. has spent a great deal of money and effort in research, and now, together, we can accomplish greater things than ever before."

Albert Warner, in a separate statement, said he felt CinemaScope "is best suited for many of the important productions we plan." He added, "we are adopting CinemaScope in an effort to clarify and standardize for the exhibitors and the public a single process, thus eliminating any possibility of confusion."

Jack L. Warner, vice-president in charge of production, announced the following CinemaScope plans:

"We believe that many of the world-famous stories announced last week for production at our studio will be greatly enhanced by means of CinemaScope presentation.

"We have already begun production in CinemaScope of 'A Star Is Born,' which marks Judy Garland's return to the screen; 'Helen of Troy' begins production in Rome Dec. 1, with an estimated budget of six million dollars; we are completing 'Rear Guard,' starring Guy Madison; soon to go into production in CinemaScope is the world-renowned stage hit 'Mr. Roberts'; 'The Talisman,' by Sir Walter Scott; and the current best-seller 'Battle Cry' by Leon Uris.

Skouras, in his statement, pointed out that the swing to CinemaScope by WB assures exhibitors and the public of an "even greater flow" of CinemaScope productions, adding that 10 CinemaScope productions already have been completed by 20th-Fox. He listed, in addition to WB, the following companies which have plans to produce in CinemaScope: M-G-M, Walt Disney, producers of United Artists, Universal-International, Allied Artists and Columbia Pictures.

20th-Fox Stock Up On News of Warner Deal

The New York Stock market reacted favorably yesterday to the news that Warner Brothers would use the CinemaScope process in "many" of its most important productions.

On a turnover for the day of only 9,300 shares, 20th-Fox stock advanced from 14⅞ to 16, a gain of 1⅛ point. Warner advanced ⅛ to close at 11¾ on a turnover of 1,500 shares. The 20th-Fox stock has hovered around 15 after losing about two points following the opening of "The Robe" at the Roxy Theatre here five weeks ago.

Herb Jaffe to MPTV

Herb Jaffe, television film syndication executive, has been appointed Eastern sales manager of Motion Pictures for Television, Inc. Jaffe, who resigned as senior account executive of the Music Corporation of America to take the MPTV post, will handle East Coast sales.

Review

"Crazylegs"

(*Republic*) *Hollywood, Oct. 22*

WITH ELROY 'CRAZYLEGS' HIRSCH portraying himself, this picture, entirely factual, and in part consisting of films of the many games in which he played, can be accuratcly called the first completely honest football picture ever made.

That does not mean merely that it is documentary, and undramatic, for the non-game portion of the picture is enacted, with Lloyd Nolan, Joan Vohs and other professional actors playing roles of real people not present to play themselves, and the Hirsch story is dramatic far beyond most purely fictional dramas written for the screen. To everybody who knows football or cares about knowing it better than they do, this picture is a "must" of the highest order. (People who are ag'in football rate no consideration here.)

The story of "Crazylegs" Hirsch, twice collegiate All-American (once for Wisconsin, again for Michigan) and in 1950 the most-valuable-player in professional football, begins, in the picture, in his high school days, continues on through his collegiate phase, and into the professional-football years, including the present. It is in considerable measure the story of the American boy as it used to be written in the copy books, and still is in boys' hearts. Poor, shy, hard-working and earnest, the lad finds on the football field a parity with his fellows denied him elsewhere. He reacts with a determination and perseverance that have a part in his swift advance to football fame, and his early handicaps seem well behind him when an injury deprives him (the doctors say permanently) of the co-ordination that is indispensable in his calling. How he overcomes this seemingly final disaster and moves on toward his sports destiny are told in a fine film produced and written by Hall Bartlett, the young producer of "Navajo" and directed by Francis D. Lyon.

In the cast and playing themselves, as they did and are doing in the life of their team-mate Hirsch, are the members of the professional Los Angeles Rams, great football names all.

Available for all the aspect ratios from standard up to 1.85 to 1, even 2 to 1 under pressure, the picture is fabulously rich in gridiron action—such forward-passing as you never saw, save when it happened—and if the screen hadn't already gone wide, wider, widest this would have been reason enough for its doing so.

The cast also includes James Millican, Bob Waterfield, Bob Kelley, James Brown, John Brown, Bill Brundige, Norman Field, Win Hirsch and the Los Angeles Rams.

Running time, 87 minutes. General audience classification. For November release.

V. C. Women Present Foundation Check

The Women's Committee of the Variety Club Foundation to Combat Epilepsy has presented a check for $2,500 to Dr. H. Houston Merritt for the New York Variety Club Clinic at Columbia Presbyterian Medical Center. The gift was made by W. J. German, president of the Foundation, from the proceeds from the women's committee cocktail party in honor of Sophie Tucker.

In making the gift, German assured Doctor Merritt that a similar check would be given at the time of the annual award drawing for two Cadillac sedans in connection with the Foundation. He explained, however, that many industry members hold tickets but had not sent in their checks.

Double Bills

(*Continued from page* 1)

are shown singly; giant screen showings involve a single feature; top quality productions without new technical advantages are being shown singly with increasing frequency."

Morgan made his observations on the occasion of Paramount's celebration of "Oscar Morgan Week," which will start Sunday and run through the following Saturday.

8 Areas Franchised

The product of International United Film Corp. will be handled by franchisers in eight territories in accordance with an agreement signed with Nat Liebeskind, vice-president of International. The territories are Denver, Salt Lake City, Chicago, Milwaukee, Indianapolis, San Francisco, Los Angeles and Seattle—Portland.

Nate Golden Unit Back in Old Home

WASHINGTON, Oct. 22. — The Commerce Department's film division, headed by Nathan D. Golden, will move its offices back to the Commerce Department Building over the weekend.

For the past year, the division, which for years had been in the Commerce Building, has been in the new General Accounting Office Building. That was the headquarters of the National Production Authority, under which the film section was operating since the outbreak of the Korean War.

Recently the film division was transferred on paper back to Commerce as part of a newly-formed Business and Defense Services Administration in Commerce. Now the physical transfer is being made.

Canada Pushes Plans To Move Film Board

OTTAWA, Oct. 22. — Canadian Government officials insist that plans for transferring National Film Board operations to Montreal from Ottawa will proceed despite criticisms. Tenders are being called for the new $5,000,000 building to be constructed in a suburb of Montreal.

12 More Join SPG

HOLLYWOOD, Oct. 22.—Twelve new members have been admitted to the Screen Producers Guild. They are John C. Champion, Pat Duggan, Thomas S. Gries, Richard V. Heermance, Howard W. Koch, Jack Pollexfen, Dick Powell, Ben Schwalb, Sam Spiegel, Richard Wilson, Aubrey Wisberg and Albert Zugsmith.

Honor Krim

(*Continued from page* 1)

part of the year-long, global celebration of the anniversary of United Artists' founding.

The drive will be launched in the United States and Canada on Nov. 15 and will continue for six months, until May 15, 1954. A parallel international sales drive, involving all branches outside the United States and Canada, will begin on Dec. 1 and will be conducted for a full year.

A key date in both the domestic and foreign sales drives will be April 17, 1954, marking the exact 35th anniversary of the incorporation of United Artists.

Prizes in the drive will be the largest ever given by the company. As in preceding UA drives, branches will be separated into groups so that exchanges of approximately equal grossing potential will compete against each other.

Lopert Product

(*Continued from page* 1)

Sullivan," a London Films production in color by Technicolor, starring Robert Morley and Maurice Evans, which opens here on Tuesday at the Bijou Theatre on a two-a-day schedule; "The Captain's Paradise," starring Alec Guinness and co-starring Yvonne De Carlo and Celia Johnson, now at the Paris Theatre here; "The Man Between," starring James Mason, Claire Bloom and Hildegarde Neff, a Carol Reed production, which will have its American premiere at the Victoria here following the run of "The Moon Is Blue"; "Fan Fan the Tulip," starring Gerard Philips and Gina Lollobrigida, now in national release, and "Night Beautie," Rene Clair's comedy, a Franco-London Films production.

Partnership With Dowling

Lopert will concentrate his efforts on production in a partnership arrangement with Dowling, head of City Investing Co., with UA participating in co-financing. However, it was explained yesterday that Lopert would supervise the distribution of the current product as well as those to be produced. Lopert will leave for Europe in 60 days to prepare for the first two pictures to be produced under the plan. They are "Time of the Cuckoo," to go before the cameras in Venice in April, and "Beauty and the Beast," being written by S. N. Behrman for production in England later in 1954.

Under a flexible policy, Lopert and Dowling will deliver two pictures yearly to UA for the next "few years," according to Krim. The media in which the films will be made has not been determined.

Melcher-Day Film For WB Release

HOLLYWOOD, Oct. 22. — The newly-formed Martin Melcher Productions will produce "Yankee Doodle Girl," starring Doris Day—in private life Mrs. Martin Melcher—borrowed for the film from Warner Brothers, by which company the picture will be released. It will be the first of several films which Melcher will make for WB.

Miss Day now is completing "Lucky Me," WB musical which also features Robert Cummings and Phil Silvers.

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M-G-M ✓

Walt Disney ✓

Columbia ✓

Universal - International ✓

United Artists ✓

20th Century - Fox ✓



FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 74. NO. 81 NEW YORK, U. S. A., MONDAY, OCTOBER 26, 1953 TEN CENTS

Tradewise . . .

By SHERWIN KANE

WARNERS' decision announced late last week to produce "many" of its most important dramatic properties in the 20th Century-Fox CinemaScope system was news of major import to the entire industry.

Increasing as it does the rapidly growing pool of CinemaScope productions available to theatres in the coming months, its natural consequence will be effective encouragement to many exhibitors who have not yet made the decision to install CinemaScope equipment in their theatres. In turn, more theatres equipped with CinemaScope will insure the production of an ever-increasing number of pictures in that system.

•

The long and arduous battle of Spyros Skouras and his aides to bring to the industry the invigorating stimulus of the anamorphic wide-screen process would seem to be about to come to fruition. Certain it is that all who admired Skouras's tremendous belief in that process as well as the way he backed it up, labored and fought for it, will rejoice with him on this latest important step forward.

With the success of "The Robe" already an accomplished fact, this latest development could well be the "clincher" for the long haul.

• •

ONE of the trade oddities of the times is that while many exhibitors are voicing apprehensions of a product shortage, there are some distributors who complain of insufficient theatre outlets for their new releases.

The distribution slant is that pictures in new processes and a number of conventional films of "hit" calibre now in release are earning unusually long runs and many holdovers. The result is that desirable outlets for many other good and average releases are not available.

A complaint also may be heard in some distribution quarters that the long-run attractions monopolizing the first-run dates are absorb-

(*Continued on page* 2)

20th-Fox Shares Up 2¼ in Two Days

A gain of 1⅛ points was registered by 20th Century-Fox stock on the New York Stock Exchange Friday, matching the gain made the previous day. The issue closed at 17⅛ on a turnover of 26,600 shares in Friday's trading.

Reports that cxploratory drillers had struck oil on 20th-Fox's Westwood lot gave new support to the stock after initial impetus had been given by announcement that Warners will use the CinemaScope system in production.

20th-Fox Sets Shorts for '54

The first 20th Century-Fox short subject filmed in CinemaScope, "The Coronation Parade," heads a roster of 45 attractions which the company will set in release through 1954, Lem Jones, short subjects sales manager, announced at the weekend. Two weekly issues of Movietone News will, as usual, also be released during the period.

Filmed in color by Technicolor, the seven-minute subject will present highlights of the British coronation, with all of its traditional pomp and ceremony. The short will be placed in

(*Continued on page* 4)

Poe, Lesser Acquire TV and Theatrical Rights to 4 Films

Theatrical and television rights to four British pictures, two of which formerly were released by United Artists and two by Universal, have been acquired by Producers Representatives and its TV associate company, Major Film Productions. The pictures are "Mr. Drake's Duck," starring Douglas Fairbanks, Jr., and Rolande Donlan, and "Obsessed," starring Geraldine Fitzgerald and David Farrar, which were UA releases, and "The Years Between," starring Valerie Hobson, Flora Robson and Michael Redgrave, and "Thunder Rock," with James Mason, Lilli Palmer and Redgrave, formerly distributed by Universal.

The television sales will be handled by Irving Lesser through Major Film. Seymour Poe, through Producers

(*Continued on page* 4)

Many from Industry At Lewis Services

A large group of industry representatives attended funeral services here yesterday for Charles E. (Chick) Lewis, publisher of "Showmen's Trade Review" and an active figure in industry affairs, who died of a heart attack on Thursday. The services, which were held at the Riverside Memorial Chapel, were conducted by Rabbi Eugene Lipman of the Westchester Re-

(*Continued on page* 4)

Study Media Needs

Illinois Allied HasEquipment Buying Plan

Group Purchasing Will Be Studied by Unit

CHICAGO, Oct. 25.—A group equipment purchasing plan will be initiated by Allied Theatres of Illinois and a committee has been appointed by president Jack Kirsch to study the project with emphasis to be placed on wide-screen and stereophonic sound. Kirsch stated, following a membership meeting, that the committee would look into the entire equipment situation and, if necessary, engage a competent person with technical and engineering knowledge



Jack Kirsch

(*Continued on page* 4)

North Central Area Places 28 Orders For CinemaScope

MINNEAPOLIS, Oct. 25.—Twenty-eight theatres in the North Central exchange area took initial steps to install CinemaScope last week in the wake of the apparent boom touched off by the reported record grosses on "The Robe" from Coast-to-Coast. It was stated here by both the Minneapolis Theatre Supply Co. and Frosch Theatre Supply Co. that the interest shown by exhibitors following

(*Continued on page* 4)

Prominent Names on Pioneers' Dinner List

Prominent industry names as well as others have accepted invitations to attend the Picture Pioneers' annual dinner in the Hotel Astor on Nov. 12, Jack Cohn, president of the organization, revealed at the weekend.

The latest to accept an invitation to be a guest of honor is Henry Ford II. Others who have an invitation

(*Continued on page* 4)

JDA's Jewish Charities Dinner to Draw 1,000

The testimonial dinner for circuit operator Harry Brandt on Wednesday night, sponsored jointly by the Joint Defense Appeal and Cinema Lodge of B'nai B'rith, is expected to draw more than 1,000 persons to the Grand Ballroom of the Hotel Waldorf Astoria.

The industry and Cinema Lodge have set a goal, now within reach, to raise $75,000 before the function to help JDA contribute New York's share of the $5,000,000 needed to finance the activities of the American Jewish Committee and the Anti-Defamation League of B'nai B'rith.

General chairmen of the affair are William J. German, president of W. J. German, Inc., and Max E. Youngstein, vice-president of United Artists. A. W. Schwalberg, president of Paramount Film Distributing Corp., is dinner chairman.

In announcing that "we expect the Oct. 28 dinner to be the best attended affair of its kind ever held in our in-

(*Continued on page* 4)

Jersey City 'Moon' Hearing on Nov. 6

A magistrate's hearing on Jersey City's action against the Stanley Theatre there and its manager, Bernard J. Manfredonia, for the showing of "The Moon Is Blue" has been set for Nov. 6, having been postponed from a scheduled hearing last Friday. The city charges violation of an ordinance prohibiting the exhibition of obscene films.

Meanwhile, United Artists is preparing an appeal from the city's banning of the film.

Personal Mention

LOUIS ASTOR, Columbia circuit sales executive, left here over the weekend for Chicago, Milwaukee and Kansas City.

•

DOROTHY ALTMANN MOSCATO, formerly of the editorial staff of MOTION PICTURE DAILY, and Sal Moscato, became parents for the first time with the birth of a girl Thursday at Mt. Sinai Hospital here.

•

BEN M. COHN, Universal-International assistant foreign manager, will address the Foreign Trade Club of New York University here on Thursday.

•

JOSEPH WOLF, vice-president of Embassy Pictures, Boston, became a grandfather when his daughter, MRS. BARBARA ROLE, gave birth to a son at Beth Israel Hospital.

•

EDWARD GRAVES has been named to serve out the uncompleted term of NATE GERSON as president of Local F-5, Cleveland, following Gerson's resignation.

•

JUDSON MOSES, M-G-M field division press representative for the South, has returned to Atlanta from New York.

•

LEO SAMUELS, Walt Disney Productions sales manager, returned to New York from Chicago over the weekend.

•

L. E. GOLDHAMMER, Allied Artists Eastern sales manager, leaves here today for Minneapolis, Chicago, Indianapolis and Cincinnati.

•

MARTIN FRIEDMAN, head of the Paramount playdate department, has left here for a vacation in upstate New York.

•

ABRAHAM A. SPITZ, 100-year-old exhibitor of Providence, R. I., has left St. Joseph's Hospital there and is resting at his home.

•

MYER P. BECK, publicist, has returned to his office here after undergoing an eye operation.

•

JACK WIENER, M-G-M field representative from New Orleans, has returned there from New York.

•

IRVING LUDWIG, Walt Disney Productions sales representative, is in Boston from New York.

•

BERNARD M. KAMBER, producer's representative, left New York on Friday for Hollywood.

•

ADOLPH DEUTSCH, M-G-M composer and conductor, has returned to Hollywood from New York.

•

SHEREE NORTH has arrived in Hollywood from New York.

•

LEON DUVA, exhibitor of Morrisville, N. Y., visited in Albany from there.

Registration Starts For AMPA Course

Registration is going forward steadily for the second session of the Showmanship School of the Associated Motion Picture Advertisers, which will open Nov. 5 at the Hotel Astor. Enrollments are being directed to Lige Brien, director of special events of United Artists.

Faculty and program advisor for the school is Arthur Debra, of the Motion Picture Association of America, while Karl Egmond Ettinger, author and teacher of public relations, is program coordinator.

The AMPA School Committee, headed by Maurice Bergman, Universal-International executive, also includes Brien, Albert Floersheimer, Jr., director of advertising and publicity for Walter Reade Theatres; Blanche F. Livingston, director of publicity for RKO circuit out-of-town theatres; Harry K. McWilliams, director of advertising and public relations for Screen Gems, and Gordon S. White, director of the Advertising Code Administration for the MPAA.

Funeral Rites Held For Stanley Neal

Funeral services were held here yesterday at the Frank Campbell Funeral Home for Stanley S. Neal, 58, head of Stanley Neal Productions, Inc., who died in a Chicago hotel room last week. He is survived by his widow, a daughter and a grandchild.

In 1937 he joined National Screen as head of distribution of sponsored films. Subsequently he headed Stanley Neal, Inc., and Associated Filmakers. During World War II he made several films for the Armed Forces.

Mass in Gloversville For Lynch's Sister

GLOVERSVILLE, N. Y., Oct. 25.—A High Requiem Mass was sung here Friday for Mrs. Anna Lynch Smith, sister of George Lynch, chief film buyer for the Schine circuit. Burial was in Ferndale Cemetery. Mrs. Smith, who died in the Nathan Littauer Hospital, served as deputy city clerk here from 1914 until her retirement in 1949.

Orpheum in 'Frisco To Show Cinerama

SAN FRANCISCO, Oct. 25. — Sherrill Corwin's 2,440-seat Orpheum theatre here will present Cinerama through a deal with Stanley Warner Corp. The house will be closed next week, while screen conversion is being taken care of. The theatre will be redecorated at a cost of $50,000. The first Cinerama show is set for Christmas day.

Siegel's Concession Duties Expanded

Carl Siegel, president of Stanley Warner Service Corp., is now supervising the concession management of all Cinerama theatres in addition to Stanley Warner houses.

Producers Urged to Contact Exhibitors

HOLLYWOOD, Oct. 25.—In his personal conviction that the present time presents an opportunity for the independent producer to get out and establish his entertainment trademark by direct contacts with exhibitors, Abner Greshler left for Des Moines and Indianapolis in connection with openings for his British importation, "Hundred Hour Hunt."

"The major studios are holding back right now," Greshler declared, "and this is the very time for the independent to get in some good wallops in his own behalf.

Urges Real Cooperation

"I think there is a marked tendency for showmen across the country to deal on a man-to-man basis with producers whom they know. They especially like to deal with a producer who understands their problems, and who is willing to roll up his sleeves and pitch in and help them sell the picture to their customers.

"Some on-the-spot cooperation in helping the theatremen put the picture over and get the ticket-buyers to the box-office means a lot more than any windy theorizing that might go on in Hollywood about how to improve business."

RKO Sales Drive to Honor Greenblatt

CHICAGO, Oct. 25.—Herb Greenblatt, RKO Radio's Midwestern district manager with headquarters here, will have a sales drive centered around him for December. Greenblatt, who has been with RKO for 21 years, became district manager here in Aug., 1944.

Sam Gorelick, Chicago branch head, will serve as drive leader, with support coming from Lou Elman, Milwaukee manager; Fay Dressell, Minneapolis manager; and Ray Nolan, St. Louis manager.

Greenblatt went to RKO as a salesman in Chicago and was later branch manager at Cleveland and also in Pittsburgh.

Trinz Will Conduct Chicago 'U.' Course

CHICAGO, Oct. 25.—Bruce Trinz, general manager of the Clark Theatre here, has been selected to conduct a course on motion pictures at the University of Chicago downtown campus beginning in December. The series of lectures will be titled "Pictures, Popcorn and Profits" and will concern itself with Hollywood and foreign product.

MPIC to Retain Activity Pace

HOLLYWOOD, Oct. 25. — The Motion Picture Industry Council will not reduce its activities in 1954, but will keep them on a par with previous years and may even increase them, it was decided at a membership meeting which was presided over by president Arthur Freed.

Tradewise . . .

(*Continued from page* 1)

ing too much of the available entertainment dollar in some localities, leaving too little for the average good picture.

Such conditions, should they persist, inevitably must bring about changes in the traditional order of release. In Pittsburgh, for example, exhibitors needing pictures and distributors looking for outlets for new releases, got together recently on a plan of simultaneous neighborhood dates, which worked out to the complete satisfaction of all.

That idea, and refinements of it, could well become accepted procedure in time.

• •

THIS is Oscar Morgan Week. Appropriately enough, it is also the 39th anniversary of the Paramount short subjects and newsreel sales manager with that company.

Over those many years. Oscar has made countless good friends in all branches of the industry, in all parts of the country. They will be happy to join in this tribute to a cordial, sincere, fair-dealing veteran, saying it, where they can, with playdates.

FWC Will Premiere New Disney Package

Buena Vista Film Distribution Co. has closed a deal with Fox West Coast Theatres for the Western premiere of Walt Disney's complete program, headed by his first feature length True Life Adventure feature, "The Living Desert," it was announced here by Leo F. Samuels, the newly-formed company's general sales manager. The premiere will be held at the Fine Arts Theatre in Los Angeles on Dec. 17.

"The Living Desert" will be complemented by Disney's all live-action featurette, "Stormy, the Thoroughbred," and his first 20-minute cartoon fantasy, "Ben and Me."

Albany Exhibitors To See 'The Robe'

ALBANY, N. Y., Oct. 25.—Twentieth Century-Fox has invited every exhibitor in the Albany exchange district to attend the premiere of "The Robe" in CinemaScope at Fabian's Palace Tuesday night. Civic leaders and other leading Albanians are expected to attend.

There will be two screenings that evening. Continuous performances will start the next day. Admission for adults will be $1.25.

Proctor's in Troy, also a Fabian theatre, will present "The Robe" beginning Nov. 11.

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the big motion picture

BOTANY BAY



ALAN LADD • JAMES MASON in "BOTANY BAY" Co-starring PATRICIA MEDINA • SIR CEDRIC HARDWICKE

A JOHN FARROW PRODUCTION • Produced by Joseph Sistrom • Directed by John Farrow • Screenplay by Jonathan Latimer

From the novel by Charles Nordhoff and James Norman Hall • Color by TECHNICOLOR • A Paramount Picture

Illinois Allied

(*Continued from page* 1)

to advise members on their needs in order to suitably accomplish wide-screen projection.

The feeling of the membership was that exhibitors' problems with respect to wide-screen can be greatly overcome through intelligent counselling by an authority familiar with the technical and engineering aspects of the new medium and thus save theatre owners money in costly and unnecessary experimentation. They also voiced approval of the resolution adopted at the national Allied convention in Boston calling for standardization on a 2-to-1 aspect ratio for all productions, including anamorphic, "because of the dangers that exist in the present confused and muddled equipment situation."

¶ On the subject of arbitration the local Allied group endorsed the position taken by the national Allied board. They agreed with the national board's contention that there is no practical benefit to Allied's members in any arbitration plan which does not provide for the arbitration of film rentals and selling policies on a national and regional basis; that countenances the pre-release of pictures even on a limited scale, or that does not prohibit the initiation of competitive bidding in any situation except upon the written demand of one of the exhibitors involved.

Approval was also given to national Allied's renewal of its charter membership in COMPO for another year.

With Allied of Illinois due to celebrate its 23rd anniversary in December, the membership directed that plans be made for the holding of an affair at one of Chicago's night clubs to appropriately observe the occasion. The place and date will be announced by an arrangements committee to be named by Kirsch.

JDA Dinner

(*Continued from page* 1)

dustry," German and Youngstein declared that the industry had another incentive to attend the affair in addition to paying tribute to Brandt. It was revealed that an all-star cast of screen, stage, radio and TV performers will star in a dramatic presentation titled "Target for '53."

Rights to 4 Films

(*Continued from page* 1)

Representatives, is supervising the theatrical distribution. Poe has completed arrangements for the release of the pictures with independent distributors in 15 cities and expects to consummate deals for the balance of the country within the next two weeks.

Greer Garson to Lecture

Greer Garson will leave here on Oct. 31 for England, where she will lecture at the University of London on the subject, "Filming Julius Caesar." This will be followed by similar talks at the University of Manchester, Birmingham University and possibly the University of Edinburgh. Her tour on behalf of the picture has been planned by Loew's International.

Review

"Gun Fury"

(Columbia)

THE MEDIUM OF THREE-DIMENSION appears to have been mastered thoroughly in this entry in the 3-D series. In this case, 3-D aids the story. It is a Western story that is gripping, certainly bloody, and the actors perform with grimness and conviction throughout.. As a production, with the virtues of excellent, even touching, photography on superb locations, and with direction which maintains pace, this certainly is one of the better 3-D entries.

It is from the novel, "Ten Against Caesar," by Kathleen George. Robert Granger, Irving Wallace and Roy Huggins have fashioned a screenplay which relentlessly, but with compassion, shows the progress toward and through destruction of a man made bitter by defeat of the South during the Civil War. Producer Lewis J. Rachmil and director Raoul Walsh have given this the polish endowed them by long experience.

The man referred to is Phil Carey, leading, in Arizona outlaw life, a band of desperadoes described as remnants of the Army of Northern Virginia. Arrayed against him are Rock Hudson, simple, and dedicated to ranching; and his fiancee, Donna Reed.

Carey's brutality manages to alienate even his brother, whose rebellion when Carey casts his eye on Miss Reed, earns him a "staking out" in the deadly desert sun; and it is responsible for the shooting of Hudson and the kidnapping of Miss Reed during a stagecoach holdup. It also thereby is responsible for Carey's downfall.

Because Hudson is not killed and, recovering from the wound, he drops peace as an ideal and vows vengeance. And Carey's brother, Leo Gordon, doesn't die in the sun. He joins with Hudson in their now desperate and relentless hunt. These two are joined by Indian Pat Hogan, whose family Carey had killed; and eventually these are joined by Roberta Haynes, Mexican, whose affections Carey had spurned. There is a lot of battle, Carey kills some of his enemies and his enemies kill a lot of his men before he ends, face in the dirt, with a knife in his back. And Hudson and Miss Reed can now go to their ranch in peace.

Others in the cast are Lee Marvin, Neville Brand, Ray Thomas, Robert Herron, Phil Rawlins, Forrest Lewis, John Cason, Don Carlos, Pat Hogan, Mel Welles and Post Park.

Running time, 83 minutes. General audience classification. For November release.

Launch Boy Scout Drive at Meeting

Spyros S. Skouras, president of Skouras Theatres, and Charles Boasberg, general sales manager for RKO Radio Pictures, co-chairmen of the amusement division of the 1954 drive for the Boy Scout Councils of Greater New York, met with their planning committee here to begin organization activities for the campaign.

Members of the planning committee include Leon Bamberger, RKO, who will be chairman of the producers and distributors division and general assistant to Boasberg and Skouras; Plato Skouras; Nick Matsoukas, coordinator, and Sidney Newman of Skouras Theatres.

Fred Oliver, assistant finance director of the Boy Scouts Greater New York Councils, represented his organization at the meeting. Mervin Houser, RKO Radio Eastern director of publicity-advertising, has been named to act as general publicity director of the campaign.

The fund-raising campaign will start with a "Dawn Patrol" breakfast for all campaign workers in New York on Jan. 6.

Joins Pathe Labs as Advisor on Indonesia

Nick Tronolone, formerly of Pathe Laboratories here, has been awarded a contract by Louis de Rochemont Associates, to serve as technical consultant on de Rochemont's operations in Djakarta, Indonesia, and Rangoon, Burma, under their agreements with those governments. Tronolone, who now operates his own company, will advise on laboratory equipment, construction and film printing for new laboratories being constructed.

Cash Dividends 23% Below Last Year

WASHINGTON, Oct. 25.—Publicly-reported cash dividends by motion picture companies during the first nine months of 1953 were 23 per cent below those for the first three quarters of last year, the Commerce Department reports. It said dividends from January through September this year totaled $14,257,000, compared to $18,511,000 for the corresponding period of 1952.

Dividends reported in September amounted to $3,036,000 this year compared to $2,369,000 last year. Commerce officials stated that the entire increase was due to the fact that 20th Century-Fox paid a dividend in September this year which was declared last year in October.

CinemaScope Deal On for 'Vera Cruz'

HOLLYWOOD, Oct. 25. — Negotiations are under way between independent producer Harold Hecht and 20th Century-Fox's Al Lichtman for the use of CinemaScope in Hecht-Lancaster Productions' "Vera Cruz," which will star Burt Lancaster and Gary Cooper.

Officers Reelected By Home Theatres

MINNEAPOLIS, Oct. 25.—Home Theatres reelected Leo Ross of Sauk Rapids, Minn., as president. Reelected vice-presidents were B. J. Benfield, Morris; Frank Mantzke, Minneapolis, and Harry Ressler, Park Rapids, also Carl Nygaard, of Brainerd, was reelected secretary-treasurer.

CinemaScope

(*Continued from page* 1)

the local Radio City screening on Oct. 7 is resulting in solid orders.

Bulk of the early orders were for wide screens adaptable to 3-D use and to the smaller aspect ratios of major companies. This, they pointed out, was the initial step in a complete CinemaScope installation with stereophonic sound the second step. Because of the current bottleneck in anamorphic lenses, orders were being accepted for delivery guaranteed for CinemaScope's playdates. Both Frosch and Minneapolis also reported some sales of light sources to meet the demand of larger screens.

Leading the swing to complete conversions were Minnesota Amusement and Edmund Ruben's Welworth circuit. An interesting factor in the orders is the number of smaller independent houses throughout the area ordering screens.

20th-Fox Shorts

(*Continued from page* 1)

release immediately, Jones said, and "is uniquely suited to accompany showings of forthcoming CinemaScope productions such as 'How to Marry A Millionaire.'"

The line-up of short subjects will also see 20 new Terrytoons in Technicolor featuring the characters Mighty Mouse, Little Roquefort, the Terry Bears, Heckle and Jeckle and Dinky. In addition, 10 top Terrytoons of recent years will be offered as Terrytoon Toppers, all in Technicolor.

Six Movietone sport shorts will be released in 1954, as well as six Movietone "See It Happen" films.

Completing the shorts roster will be two Lehr reissues, Jones announced.

Pioneer Dinner

(*Continued from page* 1)

are Gardner Cowles, president and publisher of "Look Magazine"; Frank Folsom, president of RCA; Ernest E. Blake, chairman of Eastman Kodak, London; Nat Taylor, president of the Canadian Motion Picture Pioneers; Judge Ferdinand Pecora; Gen. Ted Curtis, vice-president of Eastman Kodak; Milton Rackmil, president of Universal; Louis Lurie, San Francisco financier; Nate Blumberg, chairman of the board of Universal and last year's "Pioneer of the Year"; Sam Katz, one of the founders of the B. & K. Circuit, and Y. Frank Freeman, head of Paramount studios.

Services for Lewis

(*Continued from page* 1)

formed Temple. Burial was in Westchester Hills Cemetery, Hastings-on-Hudson, N. Y.

Lewis, who also was executive vice-president of the Variety Clubs-Will Rogers Memorial Hospital at Saranac Lake, N. Y., apparently was in good health when he collapsed suddenly at his home in Scarsdale. He is survived by his widow, Marjorie, and two daughters, Patricia Ann and Judith Ellen.

Lazarus House Burns

NEW ORLEANS, Oct. 25.—The combined Cinema Theatre and Patio Playhouse here were destroyed by fire. The Cinema, an 81-year-old theatre, was a unit of the Lazarus circuit. Loss was estimated at $65,000.

ONE OF THE BEST DETECTIVE STORIES EVER WRITTEN

Agatha Christie

A woman's KISS that killed!

"A MASTERPIECE" says EDGAR WALLACE

HERBERT J. YATES

presents

TRENT'S LAST CASE

starring

MICHAEL WILDING · MARGARET LOCKWOOD · ORSON WELLES with JOHN McCALLUM · MILES MALLESON

Screen play by PAMELA BOWER • Based on a story by E. C. BENTLEY

Produced and Directed by HERBERT WILCOX · A REPUBLIC PRODUCTION

Films on Legitimate Long-Run Plan Seen by Jessel

Taking a grim view of the financial potentials of any but "outstanding pictures," George Jessel told the press here that he believed the time might come when the industry would pattern itself on the policy of legitimate stage houses and play only product that could stay for eight or 10 weeks. The former 20th Century-Fox producer went so far as to say that neighborhood theatres "may be on their way out" because the public doesn't mind going downtown for good entertainment and neighbhorhood theatres can't "sit it out" and wait for the "big ones" to reach them.

"I may be sticking my neck out in saying such things," Jessel stated at an industry press luncheon at which he was the host at Toots Shor's. "But that is the way it looks to me. As in the case of legitimate theatres, it would be better to close down and wait for pictures that can run 10 weeks or more. And those theatres will make more money than they ever made before."

Jessel held the meeting for the purpose of discussing "Yesterday and Today," a 50-minute cavalcade of motion picture production covering 60 years. It was produced by Abner J. Greshler and is narrated by Jessel, who also appears in the film. Clips of great pictures of the past are included in the subject, offering in a nostalgic manner the progress made in motion picture technique. United Artists will release.

Two independent productions are planned by Jessel. They are "Rip Van Winkle," with Jimmy Durante, and "The Jessel Story," in which Eddie Fisher is slated to portray the title character.

Legion Places Two in 'B'

Two pictures—"Flight to Tangier" and the Italian "What Price Innocence" have been placed in Class B by the National Legion of Decency



FLY TWA to EUROPE and SAVE!

Hotels are uncrowded, your dollars buy more and during Thri t Season (Nov. through March 31) you save up to $101 on TWA round-trip tickets to Europe. See your travel agent or call TWA, Trans World Airlines.

Reviews

"Sea of Lost Ships"

(Republic)

A NEATLY fashioned action film on the life of Coast Guardsmen, starring John Derek, Richard Jaeckel and Walter Brennan, is offered in this Republic release.

Having obviously received the full cooperation of the Coast Guard in making the production, associate producer-director Joseph Kane comes up with a film that is full of authentic atmosphere both ashore—at the U. S. Coast Guard Academy at New London—and at sea—aboard various U.S.C.G. ships, including a beautiful old four-masted training ship. The story, contributed by Norman Reilly Raine, utilizes these elements in conventional manner, which is not meant to minimize large amounts of movements and suspense therein. Action fans should like it.

The story follows the adventures of Derek and Jaeckel, two midshipmen at the Academy. Derek, son of a famous Coast Guard hero, has been brought up by Jaeckel's father, Brennan, himself an old Coast Guard salt who lives for the day when the two boys will be officers. When the two have a falling out over pretty Wanda Hendrix, Derek gets bounced from the Academy, thereby starting a feud between them which is not happily resolved till the fadeout.

Action scenes are neatly placed throughout. Highlights include Derek's battle with fear aboard the training ship, when called upon to go up in the rigging in a fierce storm, and the final scenes when Derek, as an enlisted man, and Jaeckel, as an officer, participate with Brennan in an operation to free a Norwegian freighter aground on an iceberg.

Also included are some interesting air shots of the arctic, showing one frightened polar bear gallumping across the icy wastes trying to get away from a helicopter. Supporting the stars are Erin O'Brien Moore, as Brennan's wife, and Barton MacLane, as Derek's father, seen in a brief opening sequence. Steve Fisher is responsible for the screenplay. Others in the cast are Tom Tully, Ben Cooper, Darryl Hickman, Roy Roberts, Tom Powers, Richard Hale and James Brown.

Running time, 85 minutes. General audience classification. October release

"Trent's Last Case"

(Wilcox-Republic)

PRODUCED and directed in England by Herbert Wilcox, this is a neat but talky murder mystery starring Michael Wilding and Margaret Lockwood, with an assist by Orson Welles. It also is, in format, a standard, type of mystery wherein even the butler can be suspected of villainy.

The screenplay, by Pamela Bower, based on a novel by E. C. Bentley, casts Wilding as a famous amateur detective assigned by a leading London newspaper to investigate the mysterious death of Orson Welles, American-born multi-millionaire. Although the coroner's jury calls the case a suicide, Wilding, poking around the deceased's estate, decides that Welles was murdered by his private secretary, John McCallum, who is passionately in love with the widow, beautiful Margaret Lockwood.

Wilding's suspicions of foul play are well-grounded, but the outcome is not exactly as he had deduced. In the course of his jaunty sleuthings, he too finds time to fall in love with Miss Lockwood and is lucky enough to win her hand.

Acquitting himself most favorably is Welles, whose role, although limited to flashbacks, permits him a couple of fine scenes. As it turns out, his death actually was a suicide carefully planned to look like murder to implicate the suspected lover of his wife.

The film has the virtue of simplicity but most of its climaxes are reached in conversation, making for a consequent lack of pace and dearth of action. Supporting the key figures and actually playing an important part in the crime is bumbly old Miles Malleson, Miss Lockwood's uncle, whose testimony provides the film with a twist ending. Others in the cast are Hugh McDermott, Jack McNaughton and Sam Kydd.

Running time, 90 minutes. General audience classification.

Special MGM Drive For 'Round Table'

HOLLYWOOD, Oct. 25. — A Christmas release, bolstered by a full-scale selling-promotion campaign, has been planned by M-G-M for "Knights of the Round Table," it was disclosed following conferences between Nicholas M. Schenck, president, and Dore Schary, production chief. The film, which was directed by Richard Thorpe, will be rushed into sneak preview within the next two or three weeks, Schary stated. It is probable, he added, that New York executives will come to the Coast to see the picture and to formulate final releasing plans.

The speed-up program for "Knights of the Round Table," said Schary, will be extended to the handling of "Rose Marie" to bring M-G-M's second CinemaScope production into release shortly after Jan. 1.

Slate Media Forum At Carolina Meet

CHARLOTTE, Oct. 25. — A "What-We-Do-Day" when engineers will explain 3-D, CinemaScope and other new processes for projecting motion pictures will be held here on Nov. 24. It will be held on the final day of the annual convention of the Theatre Owners Association of North and South Carolina to be held at the Hotel Charlotte.

Walter Griffith, who is handling arrangements for the convention, said that Robert O'Donnell, who heads Interstate Theatres in Texas, has been invited to keynote the convention. Griffith said he expected the registration to total 600 persons.

In the THEATRE Equipment World . . .

. . . *with RAY GALLO*

THERE seems to be a misconception in the minds of some exhibitors regarding an admission charge for the 1953 TESMA-TOA trade show, which gets underway in Chicago at the Conrad Hilton Hotel this Saturday. We'd like to emphasize once more, along with officials of the Theatre Equipment and Supply Manufacturers' Association, that any exhibitor or member of a theatre staff is welcome to attend the trade show at any time without charge either for registration or for admission to the exhibits. The exposition will continue through Nov. 5.

•

J. Robert Hoff, president of TESMA, has sent us one of the circulars mailed recently to the nation's exhibitors inviting them to the trade show. Bob asks, "How do you like it?" Answer: It's gorgeous! Unfolds to a broadside in the spirit of our newly inspired show busines, with colorful art work giving the event a carnival atmosphere. Developed under the showman's eye of Oscar Neu, past-president of TESMA, the broadside was laid out and drawn by George Beyer, Jr., New York artist, whose late father will be remembered by many readers as a former advertising manager of Victor Animatograph.

•

And now for a few of the new equipment products recently announced. One of them is an "all-purpose" screen being produced by the Williams Screen Co., of Akron. It is constructed of solid plastic with a silver finish and is designed for use with wide-screen and 3-D projection. Harry C. Williams, company president, reports that all plant facilities are being devoted to the production of this new screen, which is "extremely tough yet permanently flexible."

•

A new combination money chest and record container designed to protect cash from burglars and important records from fire has been developed by the Mosler Safe Co., Hamilton, Ohio. The unit is anchored in a steel-clad, reinforced concrete block, making it too heavy for burglars to cart away, the manufacturer points out. The money chest is built into the top while the record container for important papers is housed in the lower portion of the concrete block.

•

A new odorless paint, said to dry in 30 minutes and thus permit repainting during theatre operating hours, has been announced by the F. O. Pierce Co., Long Island City, N. Y. Formulated with tough rubber latex. alkyd resin and water-repellent silicone, the paint can be applied to plaster, dry wall construction, interior brick, cement and wallpaper, the maker declares. Where a second coat is necessary, it can be applied within three hours. The paint is available in a wide selection of colors.

TECHNICOLOR MOTION PICTURE CORPORATION

The TECHNICOLOR MOTION PICTURE CORPORATION welcomes ALLIED ARTISTS PRODUCTIONS to the distinguished roster of producing organizations which it serves. The first Allied Artists picture to be filmed in Color by TECHNICOLOR is

"ARROW IN THE DUST"

starring Sterling Hayden, Coleen Gray, Keith Larsen, Tom Tully and Jimmy Wakely, produced by Hayes Goetz and directed by Lesley Selander. To the "ARROW IN THE DUST" production unit and to Allied Artists executive producer Walter Mirisch, the Technicolor Motion Picture Corporation pledges the full scope of its services and the full entertainment values symbolized by the credit phrase—Color by TECHNICOLOR.

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TECHNICOLOR MOTION PICTURE CORPORATION
Herbert T. Kalmus, President and General Manager

Other forthcoming ALLIED ARTISTS RELEASES in Color by TECHNICOLOR

DAVID NIVEN
YVONNE DE CARLO
BARRY FITZGERALD
starring in
"THE GHOST OF O'LEARY"

"THE ANNAPOLIS STORY"

"THE BLACK PRINCE"

"WICHITA"

RKO Radio Pictures, Inc.

congratulates

WALT DISNEY

on the selection of

ROB ROY

THE HIGHLAND ROGUE

Color by TECHNICOLOR

and

BEAR COUNTRY*

A True-Life Adventure • Print by TECHNICOLOR

as the pictures of 1953 for

THE *Royal Film Performance*

on October 26, in London, before a distinguished audience headed by

Her Gracious Majesty,

QUEEN ELIZABETH, II

*"BEAR COUNTRY" now in release . . ."ROB ROY" national release date, February 1954

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 74. NO. 82 NEW YORK, U. S. A., TUESDAY, OCTOBER 27, 1953 TEN CENTS

22 in Color

34 Set by 'U-I' In 1953-1954, Muhl Reports

Program Was Adopted at Top Level Coast Meet

HOLLYWOOD, Oct. 26.—Thirty-four motion pictures, 22 of them in color by Technicolor, will be produced at Universal-International studios during the year beginning Nov. 1, it was announced by Edward Muhl, vice-president in charge of production.



Edward Muhl

From a standpoint of expenditures involved and scope of product, the new production schedule is the biggest undertaken by U-I in recent years, Muhl stated.

During the fiscal year now ending, the company made 30 productions, 21 of them in Technicolor.

The new program, "entailing the

(*Continued on page 6*)

Cohn Sees 'Eternity' Col.'s Top Grosser

HOLLYWOOD, Oct. 26.—There is "great optimism" throughout the industry, Harry Cohn, Columbia Pictures president, states in a letter to stockholders of the company.

Some of the optimism, he adds, is due to the success of Columbia's "From Here to Eternity," which Cohn says, will be the "biggest grossing picture our company has ever released." It proves, he says, that the

(*Continued on page 6*)

Final Decision Due On Eady This Week

LONDON, Oct. 26.—As Cinematograph Exhibitors Association branches prepared to ballot individually this week on the voluntary proposal for continuance of the Eady Plan, C.E.A. officers reminded the membership that a "vote against the voluntary scheme is a vote in favor of a statutory

(*Continued on page 4*)

2nd Theatre TV of 'Grid' Game Pulls Heavy Grosses

The theatre telecast of the Notre Dame-Georgia Tech football game last Saturday drew heavier patronage than the initial broadcast on the previous Saturday. In fact, two of eight houses that picked up the game were complete sellouts, while one played to 95 per cent capacity. The others showed a decided improvement over the previous week.

The sellouts were at the Marbro Theater in Chicago, 4,000 seats, and the Prospect in Flushing, L. I., 2,200 seats. The 2,100-seat Marine Theatre in Brooklyn was 95 per cent filled. The Prospect and Marine were less than one-third filled the first week.

The Rivoli in Toledo sold 1,700 of its 2,300 seats and the Hollywood in Detroit played to an audience of 2,000. It has a seating capacity of 3,434. The Grand in Albany was almost a sellout, playing to 1,100 in the 1,500-seat house. The Crown in Chicago, 1,500 seats, had an audience of 1,100, while the St. James in Asbury Park, N. J., sold 500 seats. The house seats 1,500. In Albany, the Grand's audience was doubled over that of the previous week.

The Fabian circuit, which operates

(*Continued on page 4*)

Music Hall to Show 'Kate' in 2-D

Radio City Music Hall has decided to play M-G-M's "Kiss Me Kate" in the conventional version, rather than in 3-D, Russell V. Downing, president of the Music Hall, confirmed here yesterday.

"While we think the two versions are of equal entertainment value," Downing said, "we selected the simpler 2-D. This, however, does not mean that we have shut out the possibility of using 3-D films at the Music Hall at some future date."

"Kate" will follow "Mogambo," the current attraction, into the Music Hall.

Livingston to Head TOA Election Group

R. R. Livingston of Lincoln, Neb., has been named chairman of the nominating committee for the election of officers at the annual convention of the Theatre Owners of America in Chicago next week.

Livingston's committee consists of John Rowley, Dallas; Nat Williams, Thomasville, Ga.; Albert Pickus, Stratford, Conn.; A. Julian Brylaw-

(*Continued on page 6*)

Southern Exhibitors To Meet on Dec. 7-9

MEMPHIS, Oct. 26.—The annual convention and trade show of the Motion Picture Theatre Owners of Arkansas, Tennessee, and Mississippi, will be held in the Gayoso Hotel, in Memphis, on Dec. 7-9, was announced by Jim Carbery, secretary and treasurer.

Many vital subjects will be discussed, such as the adaptation of thea-

(*Continued on page 6*)

"Kiss Me Kate"

(Metro-Goldwyn-Mayer)

(3-D and Conventional)

ALL the sprightly characteristics and lavish properties of the best of M-G-M's musicals may be found in this Jack Cummings' production based on the Samuel and Bella Spewack stage play with music and lyrics by Cole Porter.

With Kathryn Grayson and Howard Keel singing, acting and looking their best; with swell talent like Ann Miller's, Keenan Wynn's, James Whitmore's and many others' sharpened and displayed to best advantage by George Sidney's direction, the Ansco Color production is classy entertainment, built on the firm foundation supplied by music, comedy, pulchritude, beautifully costumed, some marvelous dance turns and, for sure, a diverting story line.

It is being offered by M-G-M in either 3-D or conventional form and, either way (assuming your 3-D projection is reliable), it's a lot of show for anybody's price of admission. The projection was not perfect at the

(*Continued on page 6*)

Censor Test

SupremeCourt To Review 'La Ronde' Case

See Broad Decision on Censors' Powers Coming

WASHINGTON, Oct. 26.—The Supreme Court today agreed to review the right of New York State censors to ban the film "La Ronde."

¶ The Justices had earlier in the month agreed to consider the right of Ohio State censors to prohibit showings of the film "M." Today, in taking the New York case, the court said it should be argued immediately after argument in the Ohio case.

Court officials had been trying to schedule the "M" case for argument in the week starting Nov. 30, but today's action adding the New York case to the list might require some postponement to give the lawyers in the New York case additional time for preparation.

In both the Ohio and New York cases, lower courts upheld state bans on the films. In both cases, the films'

(*Continued on page 6*)

H. M. Richey Dies In Loew's Office

Henderson M. Richey, director of exhibitor relations and sales promotion manager for Loew's-M-G-M, died suddenly of a heart attack at 4:15 P. M. yesterday in his office in the Loew's Building here.



H. M. Richey

Richey, who was 59 years old last month, had been at work daily for the past several months and in apparent good health. However, he had suffered an attack last spring that necessitated his taking a leave of absence for several months. Surviving are his widow, Noma, a daughter, Mrs. Leslie Jacobson of New Rochelle, N. Y., and two grandchildren.

Funeral arrangements had not been

(*Continued on page 2*)

Personal Mention

MORT BLUMENSTOCK, Warner Brothers vice-president in charge of advertising and publicity, will leave here by plane today for Hollywood.

•

JACK SHULMAN, owner of the Lexington Theatre, Cleveland, and MRS. SHULMAN, are stopping in New Haven enroute to New York, to visit their son, a sophomore at Yale.

•

LEONARD W. BROCKINGTON, president of the J. Arthur Rank companies in Canada, has been elected to his third term as rector of Queen's University, Kingston, Ont.

•

SAMUEL GOLDWYN and DAVE GOLDING, advertising-publicity director of Goldwyn Productions, are scheduled to leave here for the Coast tomorrow.

•

PAUL D. MCELHINNEY, Republic Pictures branch manager in Seattle, has been elected local chairman of the Will Rogers Memorial Drive.

•

MICHAEL O'SHEA, publicity director of the film syndicate division of Motion Pictures for Television, Inc., has left here for Hollywood.

•

MURRAY M. KAPLAN, vice-president of Specialty Television Films, Inc., left here yesterday for a field trip through the East.

•

JAKE FLAX, of Republic Pictures, Washington, is in Johns Hopkins Hospital, Baltimore, for a checkup.

•

BILL STAHL has been named salesman in Seattle for National Theatre Supply.

'Target for '53' to Be JDA Dinner Feature

A dramatic presentation, "Target for '53," will be a highlight of the testimonial dinner to Harry Brandt tomorrow night at the Hotel Waldorf Astoria. The dinner is being sponsored by the motion picture division of the Joint Defense Appeal, of which William German is chairman.

The presentation will relate effective methods of combatting bigotry and discrimination. The cast consists of Thelma Ritter, Paul Stewart, Jack Palance, Everett Sloane, Jane Pickens, Robert Strauss, Jack Russell, David Pfeffer, Eleanor Stone and Evelyn Brooks.

C. P. Skouras Will Talk CinemaScope

HOLLYWOOD, Oct. 26.—Charles P. Skouras, president of National Theatres, will address the trade and lay press on the subject, "New CinemaScope Process" at a luncheon to be held in the Ambassador Hotel tomorrow at noon.

Ask Ticket Tax for Virginia Counties

RICHMOND, Oct. 26.—Enactment by the 1954 Virginia Legislature of enabling legislation to permit counties to impose admission and billboard taxes, among others, is advocated by the League of Virginia Counties in a legislative program adopted at its annual meeting.

Zukor Honored in London This Week

LONDON, Oct. 26.—Adolph Zukor, Paramount Pictures board chairman, arrived here from Rome yesterday by plane and began a week crowded with social events marking his golden jubilee in the motion picture industry.

He and Mrs. Zukor will attend the annual Royal Film Performance tonight. Tomorrow he will be entertained at luncheon by the London Critics Circle and in the evening will be on a B.B.C. television program. On Wednesday he and Mrs. Zukor will be the guests at a cocktail reception at Claridges given for the trade by Paramount.

On Thursday there will be a ball and banquet in Zukor's honor at the Mayfair Hotel sponsored by the British motion picture industry. On Friday he will be guest at a reunion of Britain's own 1903 film veterans.

Accompanying the Zukors here from Rome were George and Mrs. Weltner, John D. Nathan, Russell Holman and Richard Mealand.

Zukor Portrait to MPAA N. Y. Office

The large portrait of Adolph Zukor which appeared on the dais of the Waldorf-Astoria Hotel on March 4, the occasion of the "Golden Jubilee" dinner, which celebrated the 50th year in films of the Paramount board chairman, will become a permanent art fixture at the New York headquarters of the Motion Picture Association of America.

The portrait will shortly be hung at the MPAA in a ceremony to be participated in by major industry figures.

Charles Jones Added To Allied Caravan

Charles Jones of Elma, Ia., secretary of Iowa-Nebraska Allied, has been appointed to Allied's national Caravan Committee with the expectation that the energetic Cornhusker will breathe some new life into the organization through which Allied members exchange film buying information.

Caravan activities in recent years have been somewhat restricted, it is reported, due largely to the fact that its operations have been of but slight value to larger theatres, confronted with individual rather than general problems, whereas smaller theatres have been lax in reporting film buying information of value to Caravan members.

East Is Honored in 'Frisco By Variety

SAN FRANCISCO, Oct. 26.—The San Francisco exchange territory honored H. Neal East, assistant Western division manager of Paramount Pictures, at a testimonial luncheon at the Variety Club. The occasion was East's recent appointment to his present position with Paramount which means he will transfer his residence from San Francisco to Southern California.

Three hundreds friends heard East commended by Herman Wobber, Western division manager of 20th Century-Fox, when as speaker-of-the-day Wobber said, "There is no friendship, esteem nor affection greater than that in which we all hold Neal East."

Jesse Levin, chief barker of the Variety Club here, presented East with a plaque in recognition of his "unselfish contributions to Variety and of his untiring efforts and guidance in establishing and maintaining the Blind Babies Foundation as the charity for Tent No. 32." East was also presented with a solid gold life-membership card to Tent 32 of San Francisco's Variety Club.

Rotus Harvey, president of the Western Theatre Owners, has taken over presidency of the Fund from East, who has held the post since its inception.

John Parsons, division manager, Telenews Theatres, was chairman of the luncheon.

Stipulation Set Back In Chesapeake Suit

The pre-trial stipulation in the $15,000,000 anti-trust suit brought by Chesapeake Industries against Loew's and RKO Theatres will be submitted next Monday in Federal District Court here. The stipulation was to have been filed yesterday, but its submission was postponed a week.

Chesapeake charges that Eagle Lion Classics product had been denied a market in New York because of an alleged product split by the two circuits.

Officers Elected by Screen Directors

HOLLYWOOD, Oct. 26.—Screen Directors, Inc., has elected Albert S. Rogell president, George Sidney first vice-president, Mervyn LeRoy second vice-president, Lesley Selander treasurer and George Waggner secretary.

The organization has approved "Hollywood U. S. A." as the title for the proposed industry-wide television program.

Will Advise on Indonesia

Nick Tronolone, formerly of Pathe Laboratories here, and more recently operating his own company, has joined Louis de Rochemont Associates to serve as technical consultant on de Rochemont's operations in Djakarta, Indonesia, and Rangoon, Burma, under agreements with those governments. Through an inadvertence, the headline of the story as it appeared in yesterday's MOTION PICTURE DAILY said that Tronolone was joining Pathe.

Decca Adds to 'U' Stock Holdings

WASHINGTON, Oct. 26.—Decca Records has purchased 29,900 additional shares of Universal stock, bringing its holdings to 598,275 shares, the Securities and Exchange Commission reported.

H. M. Richey

(*Continued from page* 1)

set at a late hour yesterday. The family residence is in New Rochelle.

Richey was born in Angola, Ind. After newspaper and civic work in that state and in Ohio he became general manager of Allied Theatres of Michigan with headquarters in Detroit. He served in that capacity until 1938 and later became associated with Co-Operative Theatres of Michigan.

In 1939 he came to New York as director of exhibitor relations for RKO-Radio Pictures, and joined M-G-M the following year in a similar capacity. He was active in industry campaigns during World War II, serving with the industry War Activities Committee on War Loan and Red Cross drives.

Active in COMPO

Richey also was active in Council of Motion Picture Organizations work, and in industry arbitration negotiations, was a former officer of the amusement industry division of the National Conference of Christians and Jews, a former president of the Cinema Stamp Club, and was a director of the Huguenot Trust Co. of New Rochelle, N. Y.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"MOGAMBO"
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CLARK GABLE • AVA GARDNER
color by TECHNICOLOR — An M-G-M Picture
and SPECTACULAR STAGE PRESENTATION

WARNER BROS. present
So Big
STARRING
JANE WYMAN
CO-STARRING STERLING HAYDEN • NANCY OLSON
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Razzle-Dazzle is the Showman's stock-in-trade . . . It's the patron-lure that sells pictures . . . and builds patronage! . . . It's the glitter and glamor of motion picture merchandising! It's the seat-selling atmosphere that comes from "The Magic Touch of Showmanship"...and it results from plenty of HOLLER . . . from lobby, front and screen . . . from away-from-theatre exploitation . . . from posting and Heralds and eye-filling newspaper ads!

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NATIONAL Screen SERVICE
PRIZE BABY OF THE INDUSTRY

Queen Graces Royal Film Performance

LONDON, Oct. 26. — The Queen and the Duke of Edinburgh duly appeared among a colorful audience at the annual Royal Film Performance at the Leicester Square Odeon tonight, at which Walt Disney's "Rob Roy" was the feature.

Last minute additions to the list of actors presented to the Queen included Gary Cooper and Alan Ladd. Proceeds of the performance, together with others to be given elsewhere in Britain subsequently, go to the Playing Fields Association, the Duke's favorite charity.

Theatre TV

(*Continued from page* 1)

the Grand, had a two-game deal for the grid games and has renewed the agreement, as has Walter Reade for the St. James in Asbury Park. The Stanley Warner circuit has contracted with Boxoffice Television for the Navy-Notre Dame game next week, for the Stanley in Baltimore and the Stanley in Philadelphia.

Meanwhile, BOT has more than 100 applications from theatres for the installation of TV equipment. The company is setting up regional networks so that programming can continue on a regular basis.

Albany Manager Enthusiastic As 1,000 Watch Irish-Tech

ALBANY, N. Y., Oct. 26. — Fabian's Grand Theatre here showed Box Office Television's closed-circuits telecast of the Notre Dame-Georgia Tech game. The orchestra was comfortably filled; the first balcony had capacity, and the second balcony was partially occupied, in the 1500-seat theatre. Scale was 85 cents for adults and 50 cents for children. Attendance approximated 1,100.

The audience, chiefly male, reacted so strongly that Manager Paul Wallen believes next Saturday's crowd may be even bigger.

Among the viewers was Larry O'Neill, former Notre Dame all-around athlete and now coach at a local high school, who suffered a broken leg, recently, as a referee. O'Neill spoke enthusiastically of the telecast, which caught every play.

Chicago Attendance Doubles Total of First Week

CHICAGO, Oct. 26. — Attendance more than doubled for the telecast of this week's Notre Dame football game over last week's turnout at the B. & K. Marbro and Essaness Crown, as 5,100, 4,000 at the Marbro and 1,100 at the Crown paid their way in to see Notre Dame play Georgia Tech. Reception again was excellent and the increases in attendance proved that company executives had called the turn in predicting better response for later and more important games.

HOWARD E. STARK
Brokers and Financial Consultants
TELEVISION STATIONS
RADIO STATIONS
50 E. 58th St., N. Y. EL 5-0405
Specialists to Motion Picture Industry

Television--Radio

with Pinky Herman

GEN. DAVID SARNOFF has just announced that the first NBCoast-to-Coast color telecast of its compatible color system will take place on Tuesday next in a special 11 ayem program for the Hollywood press. The 600 invited guests will view the live and film portions at Television NBCity in Burbank where they'll see the show on color and black & white receivers set up side by side. . . . Current issue of Look mag carries a seven-page illustrated profile of Milton Berle's "40 Years in Show Business." Incidentally, the program's revised format, with the elimination of much of Berle's former slapstick antics, has given Uncle Miltie opportunity to deliver a higher type of drollness which he has grasped and which has returned positive results. . . . Mr. and Mrs. Max Liebman spending a week in Bermuda, are returning here in time for the rehearsals of the Nov. 7th "Your Show of Shows."

☆ ☆ ☆

Next Sunday's NBClassic TV program, "American Inventory," promises an outstanding show, for producer Bill Hodapp has signed the great Ethel Waters, who'll sing the story of American Negro music ranging from early folk and spirituals to modern jazz. . . . Insiders are saying that the increased ABC-TV billings are due to the fact that sponsors are putting their faith on V.P. Bob Weitman's savvy of talent and showmanship. As managing director of the Paramount Theatre in Times Square, his shows entertained 3,000,000 patrons annually —and these people had to PAY to be entertained. . . . Aleen Leslie, scripter of "A Date With Judy," has created another character, "Martha Ellen" and will head East this week to "sell" the role to Katharine Hepburn for a TV series.



Wm. Hodapp

☆ ☆ ☆

Three ex-GI's, stationed in Hawaii, made a guestrill appearance on Natalie Shepard's radio program and then and there a new quartet, the Beachcombers, was formed. She accompanied them back to the United States and their initial platter release, a pairing of "And the Angels Sing" with a football novelty, "Don't Call Me Coach, Call Me George," can be their first Victor-y. They're managed by Bernie Woods. . . . Burr Tillstrom, Beulah Zachary, Fran Allison and the Kuklapolitan players will descend en masse on New York Town from the environs of the Chicago River, the Loop and Merchandise Mart to attend the "Oliver J. Dragon" Concert at Town Hall, Thursday, Nov. 26th. . . . Madelyn Pugh, "I Love Lucy" scripter, is readying another situation comedy TV series featuring Barbara and Margaret Whiting. . . . Jack (Juvenile Jury) Barry started his radio career in 1943 *as a part-time announcer in Chicago, while attending Northwestern U., thence to New York via WTTM, Trenton, N. J.*

☆ ☆ ☆

At the reception NBC tossed in his honor last week, Ham Shea told us that in less than a year Johnny Andrews, via his WTAM radio and TV programs, has become Cleveland's Top Banana. Couldn't happen to a nicer lad. . . . Fibber McGee & Molly, who have shunned TV, consented to appear in a telefilm interview with Father James Keller who heads the Christophers. . . . Lakeside Television Co. distributing a new film package, "Opera and Ballet Series," for TV. The 13 quarter-hour musicals feature operatic stars of the United States and Europe. . . . ASCAP lyric writer Ernie Ford of Houston (Tex.) "Chronicle" writes us that though he's cleffed ditties with 25 ASCAP tunesmiths he's only met one, Jack Meakin. Ernie can meet another fine fellow-member, Jimmie Franklin, who owns Shamrock Music, in the Polk Bldg. there.

☆ ☆ ☆

LOTSA DOTS . . . And now he's looking at the world thru ROSA-colored glasses. Julius was just offered two weeks at the Sands Hotel in Las Vegas for $40,000. . . . Jack Ward, former theatre organist who "transposed" to radio where his organ wizardry has been heard by millions, took a temporary job at the Rainbow Room at Radio City. He's rounding out his fourth month and has signed for another year. . . . The program to keep your eye on (figuratively and literally) is "Colonel Humphrey Flack," starring Alan Mowbray, every Wednesday at 9:00 P.M. via DuMont. Sponsored by the American Chicle Co., series is produced by Stark-Layton and directed by Lester Vail.

Eady Plan

(*Continued from page* 1)

scheme, and the decision is left in your hands."

The C.E.A. general council last week rejected the voluntary plan by a vote of 33-30. The Board of Trade stands ready to introduce a statutory plan for the continuance of Eady if the trade has not agreed upon a voluntary one by the end of this week.

The rebellious exhibitors want a reduction of the entertainment tax tied in with the Eady Plan continuance but the Board has stated flatly it can make no such commitment.

Approved by Producers

The voluntary plan has been approved by the producers and, reportedly, by distributors, although the latter have not officially disclosed their action.

American distributors here could be importantly involved should a statutory Eady Plan come into being. They could claim such a levy to be a discriminatory form of taxation and thus in violation of trade agreements between the U. S. and this country.

Services for Vignola, Actor and Director

HOLLYWOOD, Oct. 26.—A Rosary service was held tonight for retired actor and director Robert C. Vignola, 71, who died Saturday. Interment will take place in Albany, N. Y., the family home. A sister and three nieces survive.

Vignola was born in Italy, but lived his early life in Albany. Originally a member of a Shakespearan repertory company, he was subsequently associated with several of the outstanding pictures of the early days of the industry and directed many of the outstanding stars of that era.

Salmon Is Honored

Montague (Monty) Salmon, executive director of the Rivoli Theatre here, has been made an honorary member of the 20th Century-Fox Family Club. It marks the first time that a person not employed by the company has been so honored. Salmon was cited for his "extraordinary cooperation with and services to the club."

Rivoli Welcomes Navy

Following an annual custom, the Rivoli Theatre on Broadway will admit all naval men in uniform free today, U. S. Navy Day, Montague Salmon, Rivoli managing director, announced. "Little Boy Lost" is the current attraction at the theatre.

Summerfield Dined

HOLLYWOOD, Oct. 26.—The Association of Motion Picture Producers today was host to Postmaster General Arthur Summerfield at a luncheon held in the Beverly Hills Hotel.

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CHRISTMAS...

Please have Everybody help the CHRISTMAS SALUTE



...it's for the Will Rogers Hospital where everybody in show business can get free tuberculosis treatment. But I guess you know about that— You must have *started* it!"



It's your Hospital!

The Variety Clubs—Will Rogers Memorial Hospital is owned by everybody in the Amusement Industry. Anyone in the industry who needs TB attention can get it here AT NO COST... families included.

The Hospital is supported by every employee in our industry through contributions to the Christmas Salute. Everybody's protected—Everybody should share. Employers, get everyone in your organization to contribute. Employees, sign the Salute Scroll, and contribute at least "an hour's pay".

Variety Clubs Will Rogers Memorial Hospital

National Office: 1501 Broadway, New York 36, N.Y. *Saranac Lake, New York*

The Will Rogers Hospital gratefully acknowledges the contribution of artwork, and plates by United Artists Corp., and of the space by this publisher.

34 Set by U-I

(Continued from page 1)

most ambitious plans in the company's recent history," was disclosed at the conclusion of a series of executive conferences at the studio. Among those participating in the discussions, in addition to Muhl, were Milton R. Rackmil, president; N. J. Blumberg, chairman of the board; Alfred E. Daff, executive vice-president; David A. Lipton, vice-president; Charles J. Feldman, general sales manager; James Pratt, executive manager; Morris Davis, business manager, and others.

'Reflection of Confidence'

Rackmil, in commenting on the forthcoming program, said that the company's present successful production policy will be continued without change. "The high level of production will be maintained as in the past and the product again will be highly diversified in order to appeal to all segments of the movie-going public throughout the world. It is a reflection of the company's confidence in its own future and in the over-all prospects for the film industry as a whole," it was said.

In line with these plans, facilities at the studio are now being expanded to meet the demands of the increased activity planned. A $350,000 construction program is already under way at the studios.

¶ Both Rackmil and Muhl emphasized that various new techniques developed by the industry will be fully exploited in U-I's program. Further research in all media is being conducted by the studio and as these researches bear fruit they will be adopted for use when deemed suited to the subject matter of the various pictures.

As in the past the policy of using big-name personalities will be maintained with several such deals presently pending. U-I's talent development program, calling for an expenditure of $1,000,000 annually will be another high point in the year's activity.

Pictures to be made during the coming production season will include "Foxfire," adapted from Anya Seton's novel, in Technicolor with June Allyson and Jeff Chandler; "Men of Iron," adapted from the Howard Pyle novel, also in Technicolor; "Dawn at Socorro," in Technicolor; "Sign of the Pagan," in Technicolor; "The Galileans," based on the Biblical novel by Frank G. Slaughter, in Technicolor; "Bengal Rifles," Technicolor, adapted from the novel by Hall Hunter; "Song of Norway," a Technicolor adaptation of the operetta; "The Long Hunters," a Technicolor story of the War of 1812.

Murphy Book Scheduled

"Rose and the Flame," in Technicolor, adapted from the novel by Jonread Lauritzen; "Dolly Hessian," based on a novel by MacKinlay Kantor; "Pillars of the Sky," in Technicolor; "To Hell and Back," a Technicolor version of Audie Murphy's book on World War II in which Murphy will star: "Tacey Cromwell," based on the novel by Conrad Richter; "Captain Lightfoot," a Technicolor version of W. R. Burnett's novel; "Chief Crazy Horse," Technicolor; "Spring Song," musical comedy, in Technicolor; "Francis Joins the Wacs," fifth in U-I's series starring Donald O'Connor and the talking mule; "Fireman Save My Child," starring Abbott and Costello and Spike Jones; "The Stunt Man," another Abbott and Costello starrer; "Pantang," in Technicolor; "Electronic Man," a science-fiction story; "Three Sons of Zantar," in Technicolor; "Play Girl," and 11 others as yet untitled.

"Kiss Me Kate"

(Continued from page 1)

screening which this reviewer attended, one in which the first half of the picture was shown in 3-D, the second half in conventional form, in order to permit viewers to sample both at one sitting.

The conventional version was preferred by the reviewer but, in fairness to 3-D, it might have been otherwise had the first 20 minutes of faulty synchronization been corrected earlier than it was and had the proper illumination been provided. Moreover, the majority of the stunts employed to emphasize 3-D are contained in the first half. Thus, the conventionally shown second half appeared to offer little that would have shown to better advantage through polaroid viewers.

M-G-M is testing the picture in both versions. Exhibitors would do well to take advantage of the opportunity to see both and choose between them. In localities where 3-D has not exhausted its novelty value and, certainly, in situations in which good projection can be counted upon, the 3-D version of this first, quality musical production to be offered in that process could well be a plus factor at the box office which would make its choice a most fortunate one.

"KISS ME KATE" is a story of players engaged in a modern musical production based on "Taming of the Shrew." Miss Grayson, as the ex-wife of Keel, is sought by the latter and Ron Randell, as Cole Porter, for the lead in their musical, opposite Keel, who is to play "Petruchio," who tames her. The two are still in love, despite their divorce, but Miss Grayson plans to marry Willard Parker, a rich Texan, while Keel is engaged in dalliance with Miss Miller.

The ensuing situations, many of them occurring on stage, parallel the action in the Shakespeare tale, introducing a wide variety of incidents from the diverting to the hilarious. Contributing to the latter category are some of the appearances of Wynn and Whitmore as muscle men for a gangster, who invade the stage bent upon having a gambling debt repaid.

Miss Miller, with Tommy Rall as a boy friend, and responsible for some of the top dancing in an attraction that offers Hermes Pan's superior choreography. Bobby Van, Kurt Kasznar, Bob Fosse and, in fact, the entire supporting cast look and act like headliners.

The Dorothy Kingsley screen play has bridged smoothly what must have been a demanding adaptation task. Best known of the featured Cole Porter tunes are "Always True to You in My Fashion," "Wunderbar," "So in Love" and the title song. However, top-grade production numbers and performances put the emphasis on such other songs as "I Hate Men," "Where Is the Life That Late I Led?", "Brush Up Your Shakespeare," "Too Darn Hot," "Tom, Dick and Harry" and "We Open in Venice."

"Kiss Me Kate" brings a top Broadway musical production to the theatres of the land. You can sell it as such, fully confident that no one will accuse you later of misrepresentation.

Running time, 109 minutes. General audience classification. November release.

SHERWIN KANE

Livingston

(Continued from page 1)

ski, Washington; Roy Cooper, San Francisco; George Kerasotes, Springfield, Ill., and Jay Solomon, Chattanooga.

The committee will meet on Sunday and the election will be held at the open board of directors meeting on Monday.

King Confers with Owners in the Field

HOLLYWOOD, Oct. 26. — Henry King, at the controls of his own plane, flew out for New York, Washington, Cincinnati and then to Puerto Rico. The latter place will be visited for location sites for a story which will probably be King's next assignment for 20th Century-Fox. The other cities will be to confer with exhibitors and to speak before various civic groups in connection with his recently completed "King of the Khyber Rifles," a pattern which King has followed for a number of years.

Cohn Sees

(Continued from page 1)

public "is hungry for fine entertainment and that the vitality of our industry is as great or greater than ever before."

Cohn states that while results "on our 3-D pictures have been eminently satisfactory thus far" we are studying current trends in order that we may most profitably plot our course in this medium for the immediate future. He also reports that Columbia is checking on public reaction to CinemaScope and other processes for guidance in using wide-screen media.

The company's future product position is strong, Cohn states, describing some of Columbia's forthcoming productions.

Southern Exhibitors

(Continued from page 1)

tres for wide-screens, new types of sound, CinemaScope, tax relief, trade practices, public relations and concession sales.

Leon Rountree, of Holly Springs, Miss., and president of the organization, will serve as general chairman of the convention.

Nepo Hospitalized

CHICAGO, Oct. 26.—Harry Nepo, owner of the Kimbark Theatre and sergeant-at-arms of Allied Theatres of Illinois, underwent surgery at Michael Reese Hospital here this morning.

Censorship

(Continued from page 1)

distributors appealed to the high court, seeking full protection for films from prior censorship under the First and Fourteenth Amendments.

By taking the New York case as well as the Ohio case, the high court insured a far-reaching decision on the rights of state censorship boards to censor motion pictures before actual exhibition. It was always possible that, as long as the court took only one case, it would decide it on narrow, technical grounds rather than broad, precedent-setting grounds. Taking two cases practically makes certain a broader approach, since the decision will have to be broad enough to cover both cases. The cases will be decided separately, but the decisions will have to be interwoven and each will have to take account of the other.

Will Have Far-Reaching Effect

The industry has been trying to get a broad new Supreme Court look at film censorship ever since the court decided "The Miracle" case. In that case, the justices said New York could not censor a film as "sacrilegious." Some industry attorneys contended that the court, in "The Miracle" decision, implied it would outlaw all prior censorship, but other lawyers differed and the matter has been uncertain. The two new cases, which probably will be decided early next year, should give clear indication as to just what the court will and will not countenance in the way of film censorship.

The Ohio "M" case presents the issue of a film banned as "harmful" in its portrayal of evil conduct. In the "La Ronde" case, New York censors ruled that the imported film was "immoral" and "would tend to corrupt morals." The New York State Court of Appeals upheld this decision by a four to two vote, and the film's distributors, Commercial Pictures Corp., appealed to the high court.

In its appeal, the company cited the wide acclaim given the film in other places where it was shown. It argued that New York's censorship law violates the Constitution by imposing prior restraint on film exhibition under standards so vague and indefinite as to offend all Constitutional safeguards.

Advance suppression, the company argued, can be sustained only under a narrowly-drawn statute designed to meet a clear and present danger to the community. In the present case, the court was told, there was neither a clear and present danger nor the requisite narrowly-drawn statute.

Calls for Changes in Maryland Censorship

BALTIMORE, Oct. 26.—In a front page editorial of the current issue of "The Catholic Review," official organ of the Catholic Archdiocese of Baltimore, basic changes in the state film censorship setup are recommended.

They are the right of the Maryland Board of Censors to appeal City Court rulings to the Court of Appeals of Maryland and of deputies of the Attorney General, who represents the censor board in court cases, to request changes of venue.

A legislative resolution calling for the relegation of the gratuitous opinion by former Attorney General Hall Hammond, which in effect, renders the censorship board largely impotent.

The Hammond opinion, rendered in 1952, ruled that Maryland's censors were empowered to act only on films that were "indecent or obscene."

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 74. NO. 83 NEW YORK, U. S. A., WEDNESDAY, OCTOBER 28, 1953 TEN CENTS

Loan Paid Off

$4,000,000 for RKO Pictures Refinancing

Hughes Guarantees New Notes to 3 Texas Banks

WASHINGTON, Oct. 27.—A refinancing plan under which RKO Pictures paid off its $2,500,000 Bankers Trust Co. loan and incurred a new short term indebtedness to three Texas banks in the amount of $4,000,000, was disclosed here today by the Securities and Exchange Commission.

¶ The refinancing, according to papers filed with the SEC by the company, was made possible by the personal guarantee of the loans by Howard Hughes, board chairman and principal stockholder. The papers, which consisted of two letters addressed to Hughes from J. Miller Walker, vice-president, were included in the

(*Continued on page* 4)

50 'Shorts' On 'U' Program

Universal will release 50 short subjects during 1953-54, it was revealed here yesterday by Irving Sochin, short subjects sales manager, who stated that the program was designed to meet the "growing exhibitor demands for unusual short subjects to support the current trend in exhibition." Sochin said the lineup would consist of 15 two-reelers and 35 one-reelers, with color predominating. Six of the one-reelers will be six reissues of the Walter Lantz color in Technicolor Cartunes.

Sochin pointed out that the program will also include 104 issues of

(*Continued on page* 4)

Harry Cohn Paid $207,800 in '52-53

WASHINGTON, Oct. 27.—Harry Cohn as president of Columbia Pictures was paid $207,800 for the year ended June 27, 1953, the company informed the Securities and Exchange Commission here.

The table of salaries of top execu-

(*Continued on page* 4)

U. K. Attendance Steadied

Admissions in 2nd Quarter Off Less than 1 Per Cent

By PETER BURNUP

LONDON, Oct. 27.—Theatre admissions in Britain declined less than one per cent in the quarter ended last June 27 compared with the corresponding 1952 quarter, according to the Board of Trade Journal's latest report on the condition of the industry.

The Journal comments that the 323,545,000 admissions in the 1953 quarter represents an improvement over the previous two quarters when admissions ran at the rate of five per cent and six per cent, respectively, below those of the corresponding quarters last year.

Moreover, admissions during the second quarter of 1953 were only 1.5 per cent below those for the first quarter of 1953, whereas in earlier years there has been a substantial drop between the first and second quarters of the year.

Gross box-office takings of £27,390,000 in the second quarter this year

(*Continued on page* 5)

'Robe' Rentals Told By C. P. Skouras

HOLLYWOOD, Oct. 27.—Twentieth Century-Fox received $671,000 in film rental for "The Robe" during the picture's first five weeks at the Roxy Theatre, New York, National Theatres president Charles P. Skouras said today in a question-answer period following a press luncheon, at the Ambassador Hotel, called primarily for the purpose of disclosing the past and forecasting the future box-office value of CinemaScope. Figures on 11 "Robe" engagements now under way in the NT circuit of theatres were supplied the trade and lay press representatives attending.

The total gross for "The Robe" at the Roxy for five weeks and five days was given as $1,119,000, exclusive of federal tax, which compares

(*Continued on page* 5)

Kan.-Mo. ITO Confab Recalls Boston Meet

KANSAS CITY, Oct. 27.—The meeting of the Allied Independent Theatre Owners of Kansas-Missouri held today at the Aladdin Hotel, heard reports from Beverly Miller, president, who presided, and Jay Wooten, former president, on subjects of the convention at Boston. Praise was given Spyros Skouras for his extensive answers to questions in Boston on

(*Continued on page* 4)

St. Louis Exhibitors Charter R.R. Car

ST. LOUIS, Oct. 27.—The Motion Picture Theatre Owners of St. Louis, Eastern Missouri and Southern Illinois has chartered a special railroad car to carry the unit's delegation to the Theatre Owners of America convention in Chicago next week. More than 60 members already have signed for the "convention special." The conclave will be held at the Conrad Hilton Hotel.

Impressive Dais List For the JDA Dinner

Notables from the motion picture industry and civic and religious leaders will be dais guests at the Joint Defense Appeal dinner in honor of Harry Brandt, president of Brandt Theatres, tonight in the Hotel Waldorf-Astoria.

Scheduled dais guests include: Jacob Alson, Robert Benjamin, Rabbi Bernard Birstein, Samuel J. Bloomingdale, Dr. Everett Clinchy, Russell Downing, Irving M. Engel, Simon H. Fabian, Charles J. Feldman, Emil Friedlander, Emanuel Frisch, Maurice Glinert, Leonard Goldenson, Morey Goldstein, Harry Gould, Celeste Holm, Arthur Krim, Abe Lastfogel.

Also: Martin Levine, Al Lichtman, Julius S. Lowenthal, Charles McCabe,

(*Continued on page* 5)

Republic Resumption Of TV Filming Seen

HOLLYWOOD, Oct. 27.—Indirect confirmation of a published report that Republic Pictures is reactivating its television film production appeared inherent in a statement released by the studio today to the effect that Morton W. Scott, newly appointed president of Studio City Television Productions, Inc., has planned a series of 52 television films

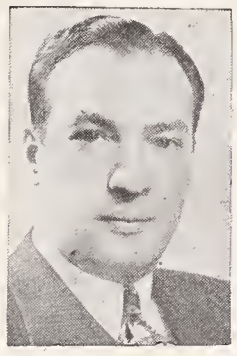
(*Continued on page* 5)

Sees Crucial Meet

Goldenson To Make Keynote TOA Address

AB-PT President Will Open Business Session

CHICAGO, Oct. 27.—Leonard H. Goldenson, president of American Broadcasting - Paramount Theatres, will be the keynote speaker at the opening business session of the annual Theatre Owners of America convention here next Tuesday morning. This was revealed today by convention chairman David Wallerstein, who also announced other speakers at the convention.



L. H. Goldenson

They will be Claude Lee, sales executive of the Motion Picture Advertising Service Co., which will be the

(*Continued on page* 5)

$823,155 Net For Republic

For the 39 weeks ended July 25, Republic Pictures and its subsidiaries report a profit of $1,698,155 before Federal tax provisions, estimated Federal normal and surtaxes of $875,000, or a net after taxes of $823,155.

For the 39 weeks ended July 26, 1952, Republic and its subsidiaries reported a profit of $1,677,447 before Federal tax provisions, estimated Federal normal and surtaxes of $870,000, or a net after taxes of $807,447.

January Hearing For Censorship Cases

WASHINGTON, Oct. 27.—U. S. Supreme Court arguments in the two film censorship cases have been tentatively scheduled for the week starting Monday, Jan. 4, a court official said.

This decision to delay argument until next year means that it will prob-

(*Continued on page* 5)

Personal Mention

SAMUEL GOLDWYN and DAVID GOLDING have deferred their departure for the Coast until the end of the week.

•

JOSEPH A. TANNEY, head of S.O.S. Cinema Supply Corp., became a grandfather last Friday when his daughter, MRS. ILENE JANE HAMBURGER, gave birth to a daughter at Manhattan General Hospital.

•

JACK GOODLATTE, director of Associated British Pictures, and MRS. GOODLATTE, will leave here today for England aboard the "Queen Elizabeth."

•

WILLIAM GELL, managing director of Monarch Films of London, is due in New York from England late this week.

•

EDWARD CUTLER, RKO Pictures booker in Cleveland, and ELAINE CLAYMAN, of Akron, will be married on March 21.

•

IRVING LUDWIG, Walt Disney Productions sales representative, has returned to New York from Boston.

•

HUGH J. CAMPBELL, manager of the Central Theatre, Hartford, is marking his 35th year in the industry.

•

EDWARD L. FABIAN, of Fabian Theatres, has returned to New York from Albany and Troy.

Midwest 'Saturation' For 'Calamity Jane'

The world premiere today of Warner Brothers' "Calamity Jane" at the RKO Orpheum theatres in Minneapolis and St. Paul will inaugurate a 212-theatre saturation booking campaign throughout the upper Midwest territory. Immediately following the premiere, the picture is scheduled to begin engagements in other key cities of Minnesota, as well as in Wisconsin and the Dakotas.

Twenty-five radio stations will cover the area with spot announcements, while several television outlets will carry special commercial copy. Newspaper advertisements will be featured in 15 cities, while special premiere celebrations have been planned for Rapid City, S. D., and other communities.

Defense Dept. Heads See 'Cease Fire'

Official approval by the Department of Defense of Hal Wallis' "Cease Fire" is being sought in Washington through a series of screenings in the Capital yesterday and today.

In Washington for the showings are Wallis, Joseph Hazen, president of Hal Wallis Productions, and Jerry Pickman, vice-president of Paramount, distributor of the picture.

Name Connolly Head Of USIA N.Y. Office

Jack Connolly, chief of the newsreel special events division of the United States Information Agency, has been appointed acting head of the New York office of the USIA by J. Cheever Cowdin, head of the motion picture division. Connolly succeeds Alvin Myers, who had been in charge of the New York office for the last year and who has resigned the post.

Connolly will continue as head of the newsreel branch. He has been with the USIA and its predecessor, the International Motion Picture Division of the State Department, since its inception in 1951.

Before becoming associated with government film work, Connolly was general manager of Pathe News from 1930 to 1937, European director of 20th-Fox Movietone News from 1927 to 1930 and previously was Washington representative for MPPDA.

Press Briefed on Arrival of Royalty

Spyros P. Skouras, president of 20th Century-Fox, Grover Whalen and the Greek Consul General yesterday conducted a special press briefing session for the arrival today in New York of the King and Queen of Greece. The session was held at the home-office of 20th Century-Fox.

Skouras and Whalen, co-chairmen of the reception committee for their Highnesses, discussed the importance of the royal visit and activities scheduled for them during their stay. The Greek General Consul also spoke to the assemblage to thank the American press for previous cooperation with government officials of the Greek government in past trips to the United States.

The assembled newspaper guests, representing the film trade press, all New York dailies and syndicates, also saw a special film based on the lives of the King and Queen.

Schaeffer Files Suit Against Gunzburg

HOLLYWOOD, Oct. 27.—George J. Schaeffer has filed a Federal Court suit against Milton L. Gunzburg, founder of Natural Vision Corp. asking $3,500,000 damages on the ground that Gunzberg failed to fulfill a contract with him under which he was to receive an equal share in benefits from marketing the NV process. The complaint, which names various members of Gunzburg's family as co-defendants, asks for an accounting of profits of Natural Vision Corp. and related corporations, dissolution of said companies and appointment of a receiver.

'U' Board Meet Wed.

Meeting of Universal Pictures' board reported earlier to be scheduled for yesterday will be held next Wednesday. Election of Eugene Walsh, assistant treasurer, as treasurer of the company, filling a vacancy, is expected at the meeting.

Albany Gets 205th TV Network Station

Station WROW-TV, Albany, N. Y., has broadcast its first network television program, the long lines department of the American Telephone and Telegraph Co., announced. WROW-TV is the 205th station and Albany the 131st city in the United States to which network television service is now available.

Long lines said network programs for WROW-TV can be fed from either New York or Buffalo. The video signals are picked up at a local telephone building in Albany and beamed from there over a five-mile link provided by the New York Telephone Co., to the customer's studio transmitter.

General Precision Sales and Net Rise

Consolidated net sales of General Precision Equipment Corp. and its subsidiaries for the eight months ended Aug. 31, were $65,614,915, which compared with sales of $35,633,521 for the nine months ended Sept. 30, 1952, and with $54,326,849 for the year ended Dec. 31, 1952.

Consolidated net income for the eight months ended Aug. 31, amounted to $2,032,013, equal after preferred dividends to $3.07 per share on 649,087 outstanding shares of common stock. For the nine months ended Sept. 30, 1952, consolidated net income amounted to $890,433, or $1.34 per common share while consolidated earnings for the calendar year 1952 amounted to $1,255,278, or $1.88 per share of common stock.

Honor Sophie Tucker On Nov. 15 in Phila.

PHILADELPHIA, Oct. 27. — Sophie Tucker will be honored here Nov. 15 at a $50-a-plate, golden jubilee dinner to be held in the Bellevue-Stratford Hotel. Proceeds will benefit a number of children's institutions, eight theatrical charities, the Will Rogers Memorial Hospital and the Variety Club Camp for handicapped children.

Among those who are scheduled to attend the dinner are Senators Edward Martin and James H. Duff, Gov. John S. Fine, Mayor Joseph S. Clark and Jack Beresin, chief barker of Variety Clubs International.

Theatre Will Be Art House, Not Garage

PHILADELPHIA, Oct. 27.—The Aldine Theatre, which about a month ago was sold by the Stanley Co. for conversion into a garage, is going to be remodeled, air-conditioned and re-equipped as an art theatre. Reportedly, the reason the house was not converted into a garage was that objections were advanced by members of the Chestnut Street Businessmen's Association.

Pioneers Candidates Nearing 100 Mark, Says Jack Cohn

The total of new members of the Motion Picture Pioneers is nearing the 100 mark, it was announced here by Jack Cohn, president of the 15-year-old organization of film veterans.

"It is gratifying to see so many men who have spent 25 or more years in our industry joining our ranks in time to salute Barney Balaban, Paramount president, who has been voted the 'Pioneer of the Year,'" Cohn said.

New members this week include RKO Radio's Nat Levy, Charles Boasberg and Walter E. Branson; Paramount's Russell Holman; Herbert M. Miller, editor of Jay Emanuel Publications, Philadelphia, and Edward Ruff of Regal Pictures, Boston. Additional members are now being processed by the admissions committee.

Capital Variety Tent Elects Fruchtman

WASHINGTON, Oct. 27. — Jack Fruchtman, suburban Maryland exhibitor, has been elected chief barker of Variety Club Tent No. 11 here.

He will take over on Jan. 1 from Victor Orsinger. New first assistant barker will be Washington advertising executive Alvin Q. Ehrlich and the new second assistant will be Joseph Gins, Universal branch manager. Phil Isaacs, Paramount branch manager, was elected property master and Sam Galanty, Mid-east division manager for Columbia, reelected dough guy.

The 1954 board of governors will consist of Orville Crouch, George Crouch, J. E. Fontaine, Nathan D. Golden, Hirsh De La Viez and Sam Wheeler.

Rites Tomorrow For H. M. Richey

Funeral services will be held tomorrow morning for Henderson M. Richey, director of M-G-M exhibitor relations, who died in his office here late Monday afternoon. The rites are scheduled for 11 o'clock at the George T. Davis Funeral Home, Le Count Place, New Rochelle, N. Y.

L. I. Bearg Dead

TORONTO, Oct. 27. — Famous Players Canadian Corp. on Tuesday suffered the loss of Lawrence I. Bearg, head office official, whose death occurred in Mount Sinai Hospital here in his 53rd year after a period of ill health. Born in Springfield, Mass., he started with Paramount in Boston before joining Famous Players 23 years ago. Surviving are his wife and two sons, of Toronto, also his mother, one brother and two sisters in Springfield.

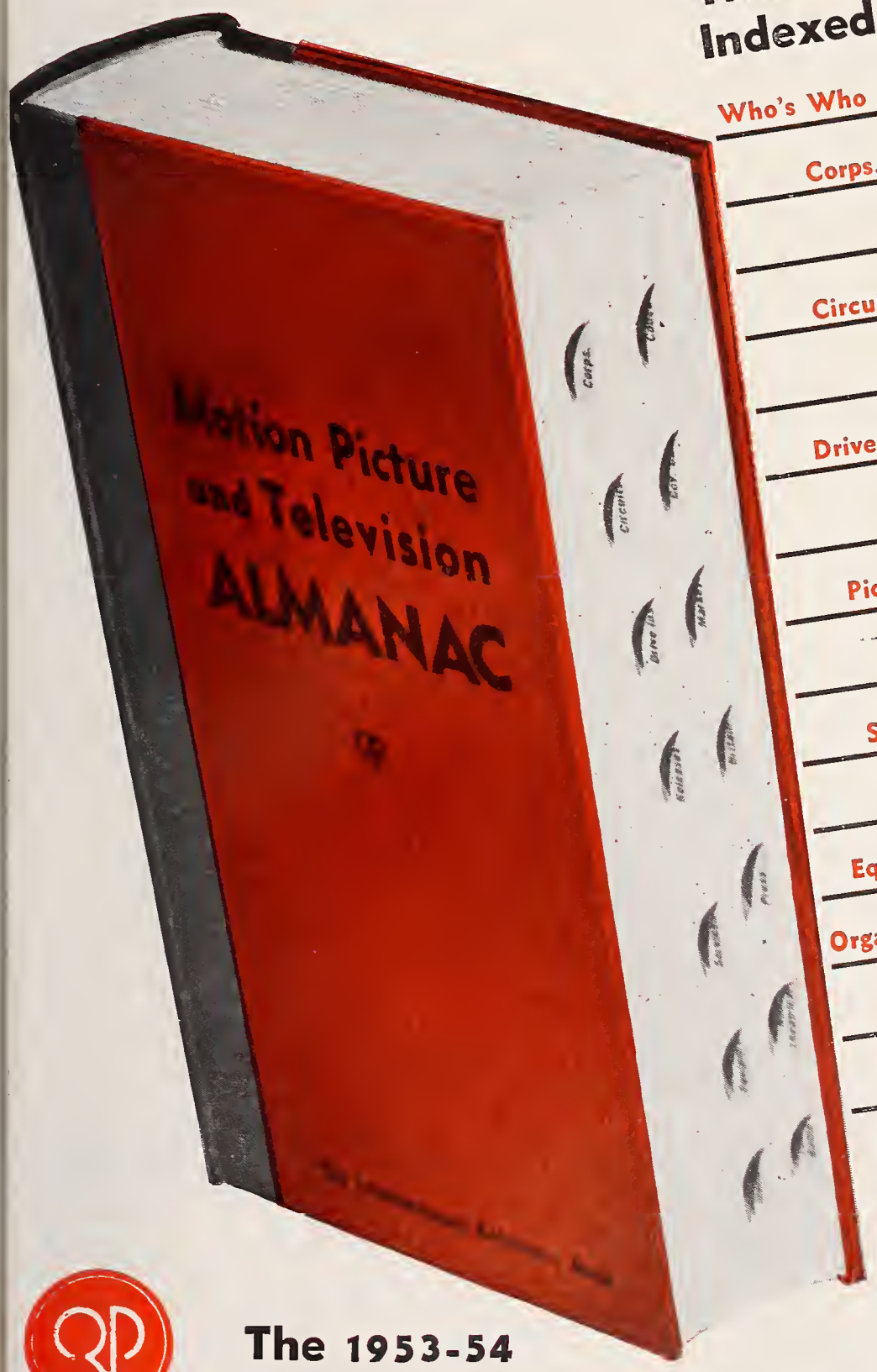
Leewood Joins A.A.

HOLLYWOOD, Oct. 27. — Jack Leewood, former publicity-advertising manager and production executive for Lippert Productions, has joined John C. Flinn's advertising department at Allied Artists.

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National Pre-Selling

BOB HOPE, "Here Come the Girls" star, may not appear to have humility to the casual observer. However, Dolores Hope, his wife, and author of "My Life Is Full of Hope," which appears in the November issue of "Woman's Home Companion," thinks Bob has more than an average amount of humility. Dolores Hope's article delineates in detail Bob's career and makes it apparent that she is very much in love with her husband. There would be more tranquillity in the average home if the distaff members of the family aimed their sights to Dolores Hope's viewpoint.

•

"The Robe" looked so exciting in production reports, Ed Miller of "Seventeen" reports in the November issue, that the moment the cameras stopped turning, the studio launched a sequel, "Demetrius and the Gladiator," starring Victor Mature and Susan Hayward. Many photographs made on the production sets of "The Robe," showing technicians at work with the actors, are displayed in the issue.

•

"Little Boy Lost," reports "Coronet," in the November issue, is the month's best picture. Bing Crosby comes up with a film whose warmth is reminiscent of the now fabled "Going My Way."

•

On the production set of "French Line," a 3-D color in Technicolor musical, Jane Russell told "Look's" editor, her "roles get bigger, the costume smaller."

As reported in the current issue of "Look," in "French Line," Jane spends most of her time aboard a ship, the "Liberte," moving the passengers with free "leg shows."

As "the richest girl in Texas," she matches the professional gusto of rowdy Mary McCarty, who is a star of Broadway revues and night-club shows.

•

"Take the High Ground's" star, Elaine Stewart, adorns the front cover of "Redbook's" November issue. The cover is done in autumn colors which blend perfectly with Elaine's brown eyes. Louis Pollack, in a profile of the new star, says "Elaine Stewart is the only girl in 'Take the High Ground,' but no one will notice the absence of others."

•

"Sailor of the King's" star, Jeffrey Hunter, is spotlighted in a full-page ad of "True Magazine's" November issue.

•

"The Robe" is featured in "McCall's Goes to the Movies" section of the November issue of "McCall's." Photographs taken on both the Calvary and the court scenes are displayed in the issue.

•

During an interview reported in "Pictorial Review's" Oct. 25 issue, Victor Mature told Louella Parsons that "The Robe" is really a trailer for "Demetrius and the Gladiators." "That," said Mature, "is the best picture I ever made." Of course, Victor Mature is starred in "Demetrius"; in "The Robe" he was cast in a supporting role. The difference in the actor's parts probably influenced his thinking.

WALTER HAAS

Review

"Calamity Jane"

(Warner Brothers)

DORIS DAY snaps with vitality in this musical with a Western setting. Her explosiveness is almost exhausting as she goes through the paces, playing a grown-up tom-boy who finally finds true love. She is ably assisted by Howard Keel, Allyn McLerie and Philip Carey.

This is a good musical, done in the style of "Oklahoma!" and "Annie, Get Your Gun," with many zestful and dreamy tunes, such as "Whip-Crack-Away," "I Can Do Without You," "A Women's Touch," "The Black Hills of Dakota" and "Secret Love." It should do nicely at the box-office, leaving the audience exhilarated at its pace and tom-foolery. The story structure and characterizations are weak at times, perhaps diluted by previous musicals of this type, but on the whole "Calamity Jane," done in color by Technicolor stands up as solid film fare with much entertainment to offer.

The story opens with Doris Day as Calamity Jane riding a stagecoach into Deadwood City. Then and there her character is set, for she lustily sings while performing almost acrobatically atop the stagecoach. The major conflict of the story whirls around love, which is fulfilled at the end, as in all happy musicals. But there is many a twist and turn before that happens. In "Calamity Jane," Doris Day feuds with Howard Keel, as Wild Bill Hickok, before finding that she truly loves him. Keel has a fine voice and when singing together, they make an excellent vocal and eye-filling duet.

Allyn McLerie and Philip Carey make up the other two-some. She sings well, especially in a duet with Doris Day, titled "A Women's Touch," which marks Miss Day's transformation into her more feminine phase. Miss McLerie also serves as the lure for Hickok and Carey and complicates Miss Day's love-life, for Miss Day initially thinks she cares for only Carey, who plays a handsome lieutenant.

Interwoven are many hilarious situations dealing with the Golden Garter Hotel, and its attempt to supply citizens of Deadwood City with feminine entertainment.

William Jacobs produced, while David Butler directed, from a screenplay by James O'Hanlon. The music for the original songs was by Sammy Fain. Paul Francis Webster did the lyrics. Others in the cast are Dick Wesson, Paul Harvey, Chubby Johnson and Gale Robbins.

Running time, 101 minutes. General audience classification. Release date, Nov. 14.

MURRAY HOROWITZ

Kans.-Mo. ITO Meet

(*Continued from page* 1)

CinemaScope, and many points were passed on to the exhibitors here.

There was unanimous approval of the objectives expressed in a letter from Robert Odell, of the Council, for 3-D products, and remarks were made on the need for such activities.

Miller clarified the declared sentiment following the Boston meeting regarding film company stock ownership by exhibitors as inclined toward ownership of some stock in various companies for wider influence on the industry.

The importance of expressions to Congressmen of gratitude for help in the tax repeal effort was stressed, as well as the necessity for even harder work in the next campaign.

An engineer of the Portland Cement Association outlined possibilities for the use of concrete for drive-in screens. It was suggested that a drive-in screen of wood on steel structure might comprise the form, with a wire mesh facing, for a concrete screen with the slab anchored in the steel.

Greece Ups Payments For U. S. Product

WASHINGTON, Oct. 27.—The Currency Committee of the Bank of Greece has increased by 20 per cent the amount of currency available for U.S. film imports, according to U.S. Commerce Department film chief Nathan D. Golden.

Golden reported that the Bank was authorizing an allocation of $600,000 for this purpose for the year ending June 30, 1954, compared to $500,000 in the previous 12-month period. The $600,000, Golden said, will be made available in four quarterly installments of $150,000.

Harry Cohn Salary

(*Continued from page* 1)

tives was highlighted by the notation of a salary boost for N. B. Spingold, vice-president in charge of advertising and publicity, who earned $105,600 for the year, an $11,000 boost over the previous year.

Other salaries listed included: Jack Cohn, executive vice-president, $145,600; A. Schneider, vice-president and treasurer, $130,000; A. Montague, vice-president in charge of domestic sales, $130,000. The directors and officers as a group earned $1,169,850 for the year.

Expense allowances, included in the respective salaries of top executives, were noted as follows: Harry Cohn, $25,800; Jack Cohn, $15,600; Spingold, $9,000. The expense allowance of directors and officers as a group was put at $72,625.

Harry Cohn, it was noted, owns 126,084 shares of common stock beneficially and of record, while Jack Cohn owns 42,294 shares.

Drive for Boys Camp Set by Albany V.C.

ALBANY, N. Y., Oct. 27.—Plans for the annual Big Brother campaign on behalf of the Albany Variety Boys Club summer camp were discussed at a meeting of Tent No. 9. The drive, to be conducted during November, has a goal of $50,000.

Saul J. Ullman, Fabian Theatres division manager and an ex-chief barker, has been named chairman. Harry Lamont, also a former chief barker, will direct "Denial Day." Irwin Ullman, manager of the Mohawk Drive-in, will have charge of special events, while Joe Saperstein, Fabian booker, will handle finances. Larry Cowen, manager of Proctor's Theatre in Troy, is directing publicity.

RKO Finance

(*Continued from page* 1)

company's report of the latest minority stockholders' suit.

In a letter dated Sept. 24, Walker said the company desired to borrow $1,500,000 from the First National Bank in Houston and $1,000,000 from the Texas National Bank, Houston, in order to pay off its $2,500,000 indebtedness to Bankers Trust, New York. These new loans, it was added, are to be represented by the company's 3¾ per cent promissory notes to be dated Sept. 28, 1953, and to mature Dec. 28, 1953. Payment of the $2,500,000 Bankers Trust Loan "has been requested" by the bank, it was stated.

The letter then referred to a $1,500,000 60-day loan procured from the National Bank of Commerce, Houston, with Hughes acting as guarantor, and which was to mature on Sept. 29, 1953. Regarding this loan, Walker said in his letter to Hughes, that the company desired to refund it into a new 3¾ per cent promissory note to be dated Sept. 28, 1953, and to mature Dec. 28, 1953.

"Temporary Nature"

The company went on to pledge that concurrent with its receipt of the proceeds of the new loans, it shall pay the principal and accrued interest owing to Bankers Trust. It was also stipulated that the new loans from the three Texas banks are of a "temporary nature" and that neither they, nor Hughes' guarantees, affect the loan agreement between the company and Hughes. Under the loan agreement, it was pointed out, that company can call upon Hughes to borrow up to $6,000,000 over a period of years.

It was also stipulated, according to the letter, that all of the projected proceeds from the Hughes' loan agreement will be applied in payment to the company's obligations under the new loans.

A spokesman for Bankers Trust said here yesterday that RKO Pictures paid off its $2,500,000 indebtedness on Sept. 29. RKO Pictures officials could not be reached for comment yesterday.

50 'U' Shorts

(*Continued from page* 1)

the Universal-International Newsreel which, it is claimed, was the first newsreel to be shot and framed for exhibition on wide-screens and which is designed to be shown in the various aspect ratios. He also stressed that U-I's short subjects will be adapted to all important mechanical developments.

Of the 50 subjects there will be 13 two-reelers in the company's "Musical Featurettes" series featuring name bands and musical personalities. There will be two two-reel specials which will be in color this year instead of in black and white as in previous years. One-reelers will include eight of the "Variety Views" and the remaining one-reelers will all be in color and will include the company's new "Color Parade" series launched last spring with eight subjects being listed in this group. Walter Lantz will make 13 new one-reel "Technicolor Cartunes" including six new "Woody Woodpecker" subjects. Starting next spring, U-I will reissue the six Walter Lantz Technicolor Cartunes.

Goldenson

(*Continued from page* 1)

co-sponsor of a Wednesday luncheon with United Film Service; and Val Peterson, director of the Federal Civil Defense Administration, and Spyros Skouras, president of 20th Century-Fox, at the Thursday luncheon. General James A. Van Fleet, U.S. Army, retired, will be the principal speaker at the banquet Thursday night.

Describing the coming conclave as the "most crucial convention the industry has known in recent years," Goldenson stated in New York that he had never known so many industry leaders to be so vitally interested in the sessions.

"This year's convention, I feel," Goldenson said, "will be particularly important to the small theatre operators and to all who are seeking a solution to the problems brought about by the new dimensions. More than ever before, emphasis will be placed upon theatre concessions, with the nation's outstanding theatre concession experts and concession manufacturers present. Probably more important, however, will be the theatre equipment forum, especially in view of the new processes of projection, sound and screens that have swamped the industry during the year."

'Robe,' 'Cinerama' Strong in Chicago

CHICAGO, Oct. 27.—Hold-overs continue to lead the field here, with "The Robe" heading for a fine $75,000 in its fifth week at the State Lake and "This Is Cinerama" holding close to $45,000 at the Palace. Still going strong at the Oriental, "From Here to Eternity" promises to hit $26,000 in its eighth week. "War of the Worlds," dropping fast, is down to $18,000 at the Woods in its second week after a big opening session of $35,000. "Martin Luther" now is in its fifth week at the Loop.

Among the new programs "Sea of Lost Ships," with a boost from personal appearances on opening night by Wanda Hendrix, Victor McLaglen and Richard Jaeckel, is slated for $20,000 or better at the McVickers; "Lion in the Streets" and "Mission Over Korea" are falling short of the usual first week at the Roosevelt, straining for $20,000; and "Three Girls from Rome" looks to garner a meagre $6,000 at the Monroe. "Blowing Wild," winding up a disappointing two-week stand at the Chicago with a closing session under $40,000, will be replaced in the B. & K. ace house by "Little Boy Lost."



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Rentals for 'The Robe'

(*Continued from page* 1)

with a weekly house average of $65,900 for the past two years.

Other figures revealed were: $270,000 for four weeks and four days at the Chinese, here; $266,000 for four weeks and four days at the Fox, Philadelphia; $232,000 for three weeks and four days at the Fox, Detroit. Those theatres' averages were stated as $8,800, $14,100 and $17,800 respectively.

Skouras told the press National Theatres now operates 380 theatres, and expects to have 75 equipped for CinemaScope by the end of the year. Within three years the circuit will have equipped 250 houses for CinemaScope at a cost approximating five million dollars, Skouras said. Within that time it probably will be found necessary to close perhaps 75 theatres which are not suitable for CinemaScope use, he added.

Skouras' remarks followed distribution of copies of a four-page letter Skouras sent last Wednesday to Y. Frank Freeman, board chairman of the Association of Motion Picture Producers, with duplicates going to all studio and company heads. In the letter Skouras declared, "It is imperative for success in production and distribution, as well as in exhibition, that we bring the average person back to the best form of entertainment, the motion picture. . . . Really first rate pictures produced by CinemaScope or similar processes offer the best chance, in my judgment, to bring back to motion picture theatres millions of patrons we have lost."

'Robe' in 56 Houses By End of the Week

By the end of this week, 20th Century-Fox's "The Robe" will be playing in 56 theatres throughout the country. This figure will have been achieved by the addition of 16 openings today, tomorrow and Friday in Ogden, Wichita, Sacramento, Phoenix, Albany, N. Y.; Baltimore, Vancouver, Winnipeg, Dayton, Charlotte, Milwaukee, Montreal, Des Moines, Oakland, Tucson and Los Angeles.

JDA Dinner

(*Continued from page* 1)

Commander James B. Nolan, Dr. Randolph Ray, Charles M. Regan, Herman and Burton Robbins, Samuel Rosen, Anna M. Rosenberg, J. Robert Rubin, Adolph Schimel, Abe Schneider, Max J. Schneider, Fred J. Schwartz, Sol Schwartz, Noble Sissle, Herbert Bayard Swope, Sophie Tucker, Edmund Waterman, Dr. I. S. Wechsler, Milton Weisman and Earl Wilson.

The dinner is being sponsored by the Motion Picture Division of JDA and Cinema Lodge of B'nai B'rith and will help JDA raise New York's share of the $5,000,000 needed to finance the activities of the American Jewish Committee and the Anti-Defamation League of B'nai B'rith. William J. German, of W. J. German, Inc., is general chairman of the division; Max E. Youngstein, of United Artists, is dinner chairman, and Al W. Schwalberg, of Paramount Film Distributing Corp., is serving as dinner chairman for the Cinema Lodge.

RCA Hits New High On Sound Sales

CAMDEN, N. J., Oct. 27.—Sales of RCA Stereoscope theatre sound systems set a new high during September, it was disclosed by A. J. Platt, manager of RCA theatre equipment sales.

Among additional theatres reported planning new RCA sound installations were: Granada, Independence, Mo.; Avenue, DuBois, Pa.; Strand, Portland, Me.; Paramount, Youngstown, O.; Shea's, Erie, Pa.; Paramount, Stapleton, N. Y.; Colony, Chicago; Grand, Evansville, Ind.; Lyric, Salt Lake City; Broadmoor, Shreveport, La.; Granada, Duluth; Martini, Galveston; Temple, Fort Smith, Ark.

Uptown, Mt. Carmel, Ill.; American, Canton, N. Y.; Hollywood, Eau Claire, Wis.; Caroline, Southern Pines, N. C.; Paramount, Syracuse; Rivoli, Altoona, Pa.; Basle, Washington, Pa.; Metropolitan, Morgantown, W. Va.; Olympic, Utica; Woodward, Woodward, Okla.; Victory, Poteau, Okla.; Silhouette, Perry, Mich.; Miller, Featus, Mo.; Norwood, Florence, Ala.; Towne, Milwaukee, Wis.; Grand, Dubuque, La.; Ritz, Denison, La.

Elmira, Elmira, N. Y.; Hollywood, Sioux Falls; State, Findlay, O.; Cataract, Niagara Falls; Lucon, East Lansing, Mich.; Roxy, Detroit; Latchis, Keene, N. H.; Latchis, Claremont, N. H.; Memorial, Brattleboro, Vt.; Hollywood, Detroit; Latchis, Newport, N. H.; Metropolitan, Leominster, Mass.; World, St. Paul; Ritz, Abbeville, La., and the Erlen Theatre at Philadelphia.

Censorship Hearing

(*Continued from page* 1)

ably be March or April before a decision is handed down.

The court yesterday announced it would hear an appeal challenging the right of New York State censors to ban the film "La Ronde." Earlier in the month it had agreed to hear a similar challenge to the constitutionality of an Ohio ban on the film "M."

The Ohio case had been set for argument in the week starting Monday, Nov. 30, but the court yesterday said the two film cases should be argued consecutively, and the need for additional time for lawyers to prepare the New York case required that both be set back until January.

The court still has set for Monday, Nov. 30, argument in the so-called Crest case, involving the right of neighborhood theatres to bid on first-run films.

Republic-TV

(*Continued from page* 1)

under the general title, "Outlaws of the Century" for early filming and to be released to TV sponsors. The statement said that casting for the first 13 has been started and should be completed by next week.

Scott said this series is the only project presently planned, although future plans may be revealed within a month.

'Bigamist' to Swerdlove

BOSTON, Oct. 27.—Al Swerdlove has acquired the New England distribution rights to "The Bigamist," starring Joan Fontaine, and will back the film with a strong TV saturation campaign.

U. K. Report

(*Continued from page* 1)

were .7 per cent higher than those of the corresponding 1952 quarter and 1.5 per cent lower than the first quarter of 1953. The average admission price remained constant at 20.3 pence.

The Journal's returns cover 4,543 theatres with a seating capacity of 4,180,000.

Gross film rentals charged during the first half of 1953 were £11,886,000, of which £3,679,000 was charged on British films. The proportion of gross rentals taken by direct distribution expenses amounted to 17 per cent.

Despite the gratifying maintenance of admission figures shown by the report, the Journal reveals a disturbing decline in production, stating that on June 30 last the proportion of studio space booked for three months ahead in producer-operated studios had fallen by 22 per cent.

The decline may have been due to uncertainty existing then regarding the future of the Eady Plan, which levies on theatre tickets to subsidize producers and which was scheduled to expire next year. That uncertainty was removed since by the government's decision to enforce the Eady levy statutorily if a voluntary agreement has not been reached among the trade associations by next Saturday.

John Flinn to Dallas

HOLLYWOOD, Oct. 27.—John Flinn, of Allied Artists, today flew to Dallas to cooperate with Interstate Theatres' James Starr and AA division manager James Prichard in the campaign for "Slade," opening at the Metropolitan Theatre there.

Roxy Dividend Set

HOLLYWOOD, Oct. 27.—A quarterly cash dividend of 37½ cents per share on the outstanding preferred stock of the Roxy Theatre, Inc., has been declared payable Dec. 1st to stockholders of record at the close of business Nov. 16.


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YOU SEE IT WITHOUT SPECIAL GLASSES!

How To Marry A Millionaire

TECHNICOLOR

co-starring

William POWELL



FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 74. NO. 84 NEW YORK, U. S. A., THURSDAY, OCTOBER 29, 1953 TEN CENTS

New Approach

NakkenSystem Has 3-D Effect Minus Glasses

New Process Is Seen as Improvement in Vision

By AL STEEN

A near approach to three-dimensional pictures without the use of polarized viewers was demonstrated here yesterday by the inventor of the system, Theodore H. Nakken, who also was a pioneer in the development of sound pictures. Nakken, prior to the demonstration, explained that he had been working for 20 years to create three-dimensional pictures without having to use glasses, a special projection lens, large screen or special booth

(*Continued on page* 4)

Walter Futter Has New Lens

The introduction of a new projection lens for wide-screen motion pictures was disclosed here yesterday by Walter Futter, veteran film executive and producer.

Known as "Vidoscope," it is claimed that the wide-screen lens permits 20 per cent more light to reach the screen. Futter said he owns the world rights to the lens, which is being manufactured in Germany. Joseph Kornstein, Inc., has been selected as the distributor, it was stated.

In production for immediate delivery is a full line of the short focal-length lenses, from two inches to three and three-quarter inches, stepped up in one-quarter inch units, it was stated. Prices were said to be in line with wide-screen lenses of U.S. make.

Building in Canada Is on the Decline

OTTAWA, Oct. 28.—A steady decline in the value of construction work on theatres and amusement buildings is reported by the Canadian government, with such construction dropping to $9,536,000 in 1953, compared with 1952's $9,723,000, which, in turn, was considerably below 1951's $14,535,000.

Large Turnout at JDA's Fete for Harry Brandt

Approximately 1,000 industry representatives, as well as civic and religious leaders, attended the Joint Defense Appeal dinner in honor of circuit operator Harry Brandt at the Hotel Waldorf-Astoria here last night. The banquet was sponsored by the motion picture division of the JDA and the Cinema Lodge of B'nai B'rith for the purpose of helping JDA to raise New York's share of the $5,000,000 needed to finance the activities of the American Jewish Committee and the Anti-Defamation League of B'nai B'rith.

Brandt was presented with a plaque "in recognition of his efforts in the fight to protect American democratic liberties." The presentation was made by Edmund Waterman, co-chairman of JDA in Greater New York. Brandt is an associate chairman of JDA.

William J. German of W. J. German, Inc., is general chairman of the division. Max E. Youngstein, vice-president of United Artists, was dinner chairman and A. W. Schwalberg, president of Paramount Film Distributing Corp., was chairman for the Cinema Lodge.

The co-chairmen of the amusement division are Steve Broidy, Allied Artists; Max A. Cohen, Cinema Circuit; Leonard H. Goldenson, American Broadcasting-Paramount Theatres; James R. Grainger, RKO Pictures; Al Lichtman, 20th Century-Fox; A. Montague, Columbia Pictures; L. D. Netter, Altec Service Corp.; Samuel Rinzler, Randforce Amusement Corp.; Herman Robbins, National Screen Service; Milton Rackmil, Universal Pictures; Sam Rosen, Fabian Theatres; Fred Schwartz, Century Circuit; Spyros Skouras, Jr., Skouras Theatres, and Richard Walsh, IATSE.

The feature attraction of the evening was a dramatic presentation titled "Target for '53," depicting the issue of bigotry and discrimination. In the cast were Thelma Ritter, Paul Stewart, Jack Palance, Everett Sloane, Jane Pickens, Robert Strauss, Jack Russell, David Pfeffer, Eleanor Stone and Evelyn Brooks.

Sees More Room for Industry in USIA

WASHINGTON, Oct. 28.—The head of the government's overseas information program said there would be more room in the future for private industry to work with the program.

Theodore C. Streibert, director of the U.S. Information Agency, made the statement as he and President Eisenhower announced their objectives for the program.

They said the agency's overseas efforts would in the future avoid any "propagandistic tone," and would instead concentrate on "objective, factual news reporting and appropriate commentaries, designed to present a full exposition of important U.S. actions and policies, especially as they

(*Continued on page* 4)

'Life' in 9-Page Tribute to Disney

A tribute to the "blaze of glory" of Walt Disney Productions is presented by "Life" magazine in its Nov. 2d issue, on the occasion of the 25th anniversary of the first Mickey Mouse cartoon.

In a nine-page spread, replete with pictures of Disney cartoon characters,

(*Continued on page* 4)

3-D, 2-D Test Runs Of 'Kate' Started

Test engagements of M-G-M's "Kiss Me Kate" in both 3-D and 2-D versions got under way yesterday and three more will start today. The 3-D version was presented at the Majestic in Dallas and at the State in Syracuse, while the conventional print was offered at Loew's Rochester in Rochester, N. Y.

Loew's Ohio in Columbus will test the 3-D version starting today and the State and Victory in Houston and Evansville, Ind., respectively, will open with the standard version of the feature.

The conventional print will be used at Radio City Music Hall when it opens following the run of "Mogambo."

Seal Interrogatories In Gov't 16mm Suit

HOLLYWOOD, Oct. 28.—Federal Judge Ben Harrison today ordered that interrogatories filed by three defendants in the Government's 16mm. case against 12 producers and distributors be sealed. The order was issued after attorneys for the three defendants declared that public dis-

(*Continued on page* 4)

Best Year

New High Set For the Use Of Cinecolor

Lists 21 Productions for The 12-Month Period

HOLLYWOOD, Oct. 28.—The growing use of the Cinecolor process was underlined here today by an announcement that 21 productions using the process in 1953 either have been completed or are in the process of completion in the next few months.

O. W. Murray, vice-president of Color Corp. of America, the Cinecolor parent firm, said from all indications "this year will be the largest volume of footage to be processed in the history of Color Corp."

The following is a list of productions completed this year or to be completed in the next few months:

"Run for the Money," "Song of the Land," "Shark River," "Sabre Jet,"

(*Continued on page* 4)

BOT Expands TV Network

Two more theatres have joined the Box Office Television network for this Saturday's Notre Dame-Navy football game, it was disclosed here yesterday by William P. Rosensohn, vice-president of BOT. The addition of the Stanley Theatre, Philadelphia, and the Stanley, Baltimore, will bring the number of houses to book the event up to 10.

Rosensohn, commenting on the turnout for last Saturday's Notre Dame-Georgia Tech game at eight theatres, said, it "bears out our original thought that theatre-televising of Notre Dame games definitely has a market."

Theatre Admissions Higher, U. S. Reports

WASHINGTON, Oct. 28.—Motion picture theatre admissions rose again in the month prior to Sept. 15, the Bureau of Labor Statistics said.

In issuing its monthly consumer price index, the Bureau said that reading and recreation costs rose with increased theatre admission prices.

Personal Mention

NICHOLAS M. SCHENCK, Loew's president, and CHARLES C. MOSKOWITZ, vice-president, will leave here over the weekend for the Coast.

•

EDWARD LACHMAN, chief barker of the New York Variety Club, Tent No. 35, was one of the invited guests last night on the John Conte television program over ABC-TV.

•

CARL SCHWYN, circuit operator of Toledo, is under treatment in the Norton Memorial Hospital at Louisville.

•

GEORGE PAL, Paramount director, and EDDIE MORSE, of the talent department, have arrived in New York from Hollywood.

•

NAT LEVY, RKO Radio Eastern division sales manager, will leave New York today for Philadelphia and Washington.

•

HAROLD WIRTHWEIN, Allied Artists Western division sales manager, has left Hollywood for San Francisco, Portland and Seattle.

•

BERT ORDE, of "Redbook" magazine, has returned to New York from the Coast.

•

JOSEPH L. MANKIEWICZ, producer-director, has arrived in London from New York.

•

T. O. MCCLEASTER, 20th Century-Fox Central division manager, is in New York from Chicago.

103 Weeks of Extra Time for 'The Robe'

One hundred-and-three weeks of extra playing time has been chalked up to date by 20th Century's "The Robe" in 30 first dates across the country.

In release six weeks, the Biblical story is said to be heading for extended runs in all situations.

BOSTON, Oct. 28.—"The Robe" grossed a total of $135,000 in two weeks at the Keith Memorial Theatre here, a new record.

Gets New Altec Post

Nick Markanich, field engineer for Altec Service Corp., has been promoted by E. O. Wilschke, Altec operating manager, to be field representative under L. J. Patton, Eastern division manager. Markanich will make his headquarters in Hazelton, Pa.

Luncheon for Muhl

Ed Muhl, Universal vice-president in charge of production, who will arrive here from the Coast at the weekend, will be given a luncheon by the company at the St. Laurent Restaurant on Monday, with trade press representatives as guests.

Freeman Is Host to India Ambassador

HOLLYWOOD, Oct. 28.—American motion pictures were cited as an inspiration for friendship and understanding between this country and India by Ambassador Gaganvihari L. Mehta from India to the United States at a luncheon given in his honor at the Paramount studios.

Y. Frank Freeman, Paramount vice-president and studio head, and Don Hartman, executive producer, were hosts to His Excellency and to Mrs. Mehta and six members of his staff.

Said Ambassador Mehta: "The motion picture is a potent influence in the promotion of international goodwill and understanding, and in this respect the American film industry can play, and indeed has played an outstandingly important role. I look forward to increased cooperation between the American and Indian film industries, the two largest in the world.

"There has been recent evidence of such cooperation, such as the visit to the U.S.A. last year of an Indian film delegation under the auspices of the Motion Picture Association of America. I hope there will be many more such visits in both directions," he stated.

'Millionaire' to Open At State and Globe

"How to Marry a Millionaire," second CinemaScope production completed by 20th Century-Fox, will have a premiere on Monday evening, Nov. 9, simultaneously at Broadway's Loew's State and Globe.

The multiple debut will see the entire Times Square area illuminated by a battery of giant kleig lights. Both showspots will be completely refurbished and decorated for the occasion. At the same time, what is believed to be the first dual telecast ever attempted in the U. S. will highlight festivities surrounding the premiere.

Sterling Will Handle 13 Yorke TV Films

Sterling Television Corp. will distribute a series of 13 one, two and three-reel pictures produced by Emerson Yorke Studio of New York. Pictures included in the deal, which will run for three years, include theatrical and documentary subjects devoted to variety, sports and travel.

Special Spanish tracks are being recorded for the Latin-American market, to be released by Yorke through his affiliate, Pan American Productions.

'Caesar' to Plaza Sunday

Metro-Goldwyn-Mayer's production of "Julius Caesar," which has been presented as a two-a-day attraction at the Booth Theatre for the past 22 weeks, will move to the Plaza Theatre, 58th Street and Madison Avenue, on Sunday, on a continuous performance policy at popular prices. The film will terminate its engagement at the Booth on Saturday.

Para. Stage Shows To End with 'Hondo'

"Hondo" will usher in the new all-picture policy of the New York Paramount, which traditionally has featured a stage show, Robert Shapiro, managing director, disclosed here yesterday.

Shapiro said the decision to end the stage show policy at the American Broadcasting - Paramount Theatres Broadway showcase was due to what he called "the lack of talent." He said "Hondo," a 3-D Warner Brothers release, will follow "Calamity Jane," which opens Nov. 4 in conjunction with a stage show headlining the Ames Brothers.

Shapiro did not rule out the return on occasion to a stage show policy when the Paramount can secure the talent it desires. He also added that the Paramount may return to a stage show policy if the management deems it advisable following a period of its newly-adopted all-picture policy.

Writers Meet Dec. 11 To Seek Single Unit

A constitutional convention to form a single organization of writers in all entertainment fields will be held here Dec. 11 by the Authors League of America and the Screen Writers Guild. The date was set at a three-day meeting here at which representatives of component guilds of the Authors League and a six-member delegation of the Screen Writers Guild established areas of an agreement in principle, the chief of which was one strong writers' organization.

Representatives of the Radio Writers Guild and the Television Writers Group agreed that in the East, joint problems or issues affecting only one of the radio or television writing crafts would be handled by a joint unit.

'So Big' Is Selected By Hollywood C. of C.

HOLLYWOOD, Oct. 28.—Warner Brothers' "So Big" has been officially designated by the Hollywood Chamber of Commerce as the premiere picture to inaugurate Hollywood's two week "Golden Anniversary Celebration," which will start Tuesday.

WB has planned a special "carriage trade premiere" to highlight both the opening of "So Big" and the Golden Anniversary. A procession of ancient automobiles will carry film stars and other celebrities down Hollywood Boulevard to the Hollywood Paramount, where the premiere will be held.

Ban on 'Moon' in Md. Gets Hearing Today

BALTIMORE, Oct. 28. — Judge Herman Mose today allowed both sides two weeks to file briefs in their arguments for and against the state censor board banning of "Street Corner," "The Story of Bob and Sally" and "Mom and Dad."

A brief hearing on an appeal from the ban on "The Moon Is Blue" was held this afternoon and will be resumed tomorrow morning.

Zukor Says Success Of Films from Italy Aids U.S. Industry

The success of Italian films on American theatre circuits "can only help the American film industry," Adolph Zukor, chairman of the board of Paramount Pictures, told an audience composed of leaders of the Italian motion picture industry at a luncheon given in his honor in Rome, the Italian Films Export office here disclosed yesterday.

"Good pictures are good for everybody no matter who makes them," Zukor declared. "The important thing is to get the public into the theatre."

Awarded Medal

Zukor was officially welcomed to Rome by Dr. Eitel Monaco, president of the National Association of Motion Picture and Allied Industries, and by Marchese Edmondo Incisa, president of the General Association of Show Business. He was presented with an inscribed gold medal.

The veteran showman lauded the Italian industry for the ability of its producers, directors and technicians who, he said, are inferior only in number to Hollywood. "You have a potential audience of 180,000,000 in the United States," he added, counselling the producers to "study their tastes with great care."

'Pinocchio' Reissue For Boston in Feb.

BOSTON, Oct. 28. — "Pinocchio" will be re-released here for the no-school holiday week in February, according to Irwin Ludwig, of the Disney office. The Boston campaign for the picture will be backed by strong television exploitation, he said.

Ludwig stated that "Beaver Valley" also will be made available for exhibitors during February.

Leo Samuels, worldwide sales supervisor for Walt Disney Productions, and Mervin Houser, Eastern director of advertising-publicity for RKO Pictures, are in Boston setting up a campaign for the opening of "Pinocchio," which is being reissued there during the no-school week in February.

Wade Nichols Named Associate Publisher

Wade H. Nichols, Jr., editor of "Redbook" and "Bluebook," has been named associate publisher of both magazines by Marvin Pierce, president of McCall Corp., and Phillips Wyman, publisher of "Redbook" and "Bluebook."

Nichols, who became editor of "Redbook" in July, 1949, inaugurated the new "young adults" editorial program. The circulation of the magazine now is said to be at a 50-year high.

Crouch to Start Series

Independent producer William Crouch will start production on a TV-film series, titled "Watch and Win," about Dec. 1. Each subject will run 15 minutes.

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MASS CAROLINAS SATURATION THANKSGIVING!

TRADE SHOW NOV. 4

ALBANY
Warner Screening Room
110 N. Pearl St. • 8:00 P.M.

ATLANTA
20th Century-Fox Screening Room
197 Walton St. N.W. • 2:00 P.M.

BOSTON
RKO Screening Room
122 Arlington St. • 2:30 P.M.

BUFFALO
Paramount Screening Room
464 Franklin St. • 8:00 P.M.

CHARLOTTE
20th Century-Fox Screening Room
308 S. Church St. • 2:00 P.M.

CHICAGO
Warner Screening Room
1307 So. Wabash Ave. • 1:30 P.M.

CINCINNATI
RKO Palace Th. Screening Room
Palace Th. Bldg. E. 6th • 8:00 P.M.

CLEVELAND
Warner Screening Room
2300 Payne Ave. • 8:30 P.M.

DALLAS
20th Century-Fox Screening Room
1803 Wood St. • 2:00 P.M.

DENVER
Paramount Screening Room
2100 Stout St. • 2:00 P.M.

DES MOINES
Paramount Screening Room
1125 High St. • 12:45 P.M.

DETROIT
Film Exchange Building
2310 Cass Ave. • 2:00 P.M.

INDIANAPOLIS
20th Century-Fox Screening Room
326 No. Illinois St. • 1:00 P.M.

JACKSONVILLE
Florida Theatre Bldg. Sc. Rm.
128 E. Forsyth St. • 2:00 P.M.

KANSAS CITY
20th Century-Fox Screening Room
1720 Wyandotte St. • 1:30 P.M.

LOS ANGELES
Warner Screening Room
2025 S. Vermont Ave. • 2:00 P.M.

MEMPHIS
20th Century-Fox Screening Room
151 Vance Ave. • 12:15 P.M.

MILWAUKEE
Warner Theatre Screening Room
212 W. Wisconsin Ave. • 2:00 P.M.

MINNEAPOLIS
Warner Screening Room
1000 Currie Ave. • 2:00 P.M.

NEW HAVEN
Warner Theatre Projection Room
70 College St. • 2:00 P.M.

NEW ORLEANS
20th Century-Fox Screening Room
2005 Liberty St. • 8:00 P.M.

NEW YORK
Home Office
321 W. 44th St. • 2:15 P.M.

OKLAHOMA
20th Century-Fox Screening Room
10 North Lee St. • 1:30 P.M.

OMAHA
20th Century-Fox Screening Room
1502 Davenport St. • 1:30 P.M.

PHILADELPHIA
Warner Screening Room
230 No. 13th St. • 2:00 P.M

PITTSBURGH
20th Century-Fox Screening Room
1715 Blvd. of Allies • 1:30 P.M.

PORTLAND
Star Sc. Rm.
925 N. W. 19th Ave. • 2:00 P.M.

SALT LAKE
20th Century-Fox Screening Room
316 East 1st South • 1:00 P.M.

SAN FRANCISCO
Republic Screening Room
221 Golden Gate Ave. • 1:30 P.M.

SEATTLE
Modern Theatre
2400 Third Ave. • 10:30 A.M.

ST. LOUIS
Sirenco Screening Room
3143 Olive St. • 1:00 P.M.

WASHINGTON
Warner Theatre Building
13th & E. Sts. N.W. • 7:30 P.M.



'Don't go out there Dave! Please don't go out there!"

RANDOLPH SCOTT

A TORNADO OF ADVENTURE FROM WARNER BROS.

"THUNDER OVER THE PLAINS"

COLOR BY WARNERCOLOR

WITH
LEX BARKER · PHYLLIS KIRK

WRITTEN BY
RUSSELL HUGHES · DIRECTED BY ANDRE DeTOTH · PRODUCED BY DAVID WEISBART

Nakken

(*Continued from page* 1)

equipment. In what he calls a "stereographic" lens, Nakken believes he has reached his goal. The depth illusion is obtained solely by means of the camera lens.

Scenes shown yesterday principally were taken from a moving motor car winding through the mountain roads of Vermont. The so-called "gimmick" aspects of 3-D which the public has been accustomed to accept in recent pictures requiring glasses are not in evidence in the Nakken process; that is, it is not likely that an object thrown at the camera would create a tendency upon the part of the viewer to avoid the object. However, as Nakken explained it, scenes created by his lens are in full agreement with what a person actually sees, whereas 3-D, with glasses, is not. There is no exaggeration in the depth.

Those who saw the demonstration yesterday appeared to be in agreement that the Nakken lens is a definite improvement over the conventional lens now used in the shooting of 2-D pictures. It does create depth and, in the panoramic shots, the backgrounds are in the same focus as the foregrounds. The difference is that the depth is not as pronounced as it is in the so-called 3-D pictures. Its greatest potentialities, according to many of the witnesses, will be in the improvement of scenes in standard projection.

Used 35mm. Film

The first application of the process was confined to outdoor scenes because, Nakken said, the initial lens is not fast enough for indoor shooting. However, he said that a lens for indoor shooting was now in work and that it may be ready in three or four months. Nakken declined to go into great detail on the creation of the lens except to say that he calculated the system and that the camera lens used for the scenes shown yesterday were filmed in F 6.3 speed. The footage was in both Eastman and Ansco color. Regular 35mm. film was used.

Nakken said he planned to produce the lenses commercially and to lease them to producers. To date, the system has not been shown to representatives of Hollywood studios, but a demonstration is planned for the near future. A number of bankers were present yesterday, all of whom expressed interest.

U-I Completes U. S. Savings Bond Film

WASHINGTON, Oct. 28. — The Treasury Department said that a new 16mm U. S. Savings Bond film, "The Bond Between Us," has just been completed at Universal-International's Coast studios.

The Treasury added that this was the first film of its type produced for the Treasury since the end of World War II. "Treasury officials feel that this outstandingly fine film marks a new and great step forward in the close working relationship between the Savings Bond Division and the motion picture industry," the department stated. "Plans are to release it on a nationwide basis through the 48 state Savings Bonds offices."

June Allyson is starred. George Bole produced and Will Cowan directed, with full Guild cooperation.

Asides & Interludes

—by James Cunningham

LAST week was the week of weeks for hurry-up-and-getcha-money-up drives. Drives were launched to accomplish records in thisa-and-thata. Drives for playdates, sales managers, philanthropic and relief associations were launched all over the land.

Across the news desk during the week came word of the "35th Anniversary" drive of United Artists, a pronouncement brought in by a breathless carrier, Burt Sloane; another came from Charlie Franke, of the Westchester Frankes, who is beating the drums for "Oscar Morgan Week." There were press releases about JDA drives, Will Rogers Hospital drives, Boy Scout Councils drives, RKO Radio territorial drives, heralded by Al Stern, that stern emissary from Mel Houser, and other drives. And all poured their stuff onto an absorbent news desk.

Now, we start off a new week, and the very first piece of mail to hit the desk reminds us that the week of Nov. 1-7 (mark down the date, please) is "Cat Week," the 15th year of the American Feline Society, Inc. By the way, during its 15 years, says the Society, it has moved the Cat from 12th to second position as a pet.

Next week, we will observe the annual "Ripe Tomato Week," and, during election week, "Skouras-for-CinemaScope Week."

☆ ☆ ☆

The General Electric Company, which makes many things, electronically, for the motion picture industry, gave five shares of GE stock to the parents of every baby born on General Electric's 75th anniversary, the other day.

One hundred and eighty babies—102 boys and 78 girls, were born on the day of GE's anniversary.

Someone must have had an inside tip.

☆ ☆ ☆

President Eisenhower has sent MPAA President Eric Johnston to the Jordan River Valley to straighten out the squabble between the Arabs and the Israelites. Optimist.

Wish we could think of some squabbles in the picture business to which President Eisenhower would assign a straightener-outer.

He made Johnston an Ambassador to the Near East because "The Government of the United States believes that the interests of world peace call for every possible effort to create conditions of greater calm and stability in the Near East."

Remember the calm and stability which Mr. Eisenhower created when he vetoed, the other month, the Mason Bill to eliminate the 20 per cent Federal tax on tickets to help keep exhibitors in business?

☆ ☆ ☆

We do not refer to you, or you, when we mention that a safety-first device to cut down drunken driving has been invented by Alfons Siedenhans of Munich, Germany. Not much!

The device consists of an alcohol meter fitted at the end of an electric cord that is attached to the dashboard of an automobile. Before he can start his automobile the driver must breathe into the meter. If his breath so overpowers the meter that it staggers to the "danger" mark, the auto will not start. If the driver's breath is only "moderately alcoholic," the gadget allows him to proceed at a speed of not more than thirty-five miles an hour.

We chew Sweetems. They'll cheatem.

☆ ☆ ☆

It started on a rose-bowered veranda of a California bungalow some thirty-four years ago.

William G. McAdoo, son-in-law of President Wilson, also Secretary of the Treasury and Director General of the railroads, was on that veranda recuperating from the stress of World War I. McAdoo had resigned on Dec. 12, 1918, effective Jan. 17, 1919.

About Jan. 7, 1919, when the Director General's private car arrived in Los Angeles, there was a band serenade under the auspices of papa Douglas Fairbanks, and a conclave of picture personages of high degree.

Someone remembered the tremendous participation of the stars present in the Liberty Loan campaigns. "Why don't you folks get together and distribute your own pictures?", Oscar Price casually suggested. Price was the press agent of McAdoo's administration in the Treasury during the Liberty Bond campaigns.

Shortly thereafter, at McAdoo's bungalow in Santa Barbara, California, a group of old Liberty Loan campaigners talked it over. It was quite a gathering. Douglas Fairbanks, Mary Pickford, Charles Chaplin and David Wark Griffith were there.

The United Artists Corporation of Delaware was incorporated in April 1919, with Oscar Price as president and McAdoo its general counsel.

Terry Ramsaye tells us that the announcement of the formation of United Artists was something of a sensation. He recalls the remark of Richard Rowland, then head of Metro Pictures, who, upon hearing of the stars' formation of United Artists, observed, "The lunatics have taken charge of the asylum."

United Artists now announces its 35th anniversary in business. Congrats, and no vice versa on that Dick Rowland remark, please, or you'll be having Max Youngstein on your neck.

Cinecolor

(*Continued from page* 1)

"Riders to the Stars," "Untamed Mistress," "Royal African Rifles," "Top Banana," "Fighter Attack," "Pride of the Blue Grass," "Space Station, U. S. A.," "Challenge of the Wild," "Silver Dollar," "Hunters of the Deep," "Raau Tahiti," "I Was a Burlesque Queen," "New Faces," "War Clouds," "Captain Kidd and the Slave Girl," "Sitting Bull" and "Valley of Suspense."

Tribute to Disney

(*Continued from page* 1)

studio activities and location camera work, the magazine says, in part: "Through the ups and downs of the Disney studio . . . two elements have remained constant. One is the Disney touch itself . . . and the other is the merchandising of the valuable names in the Disney stable."

The article carries the caption, "A Silver Anniversary for Walt and Mickey . . . Disney's Magic Wand Has Enriched the World with Birds, Beasts and Fairy Princesses."

Industry in USIA

(*Continued from page* 1)

affect individual countries and areas." The emphasis, Streibert said, would be on "the community of interest that exists among freedom-loving people," and activities will be pinpointed "on fewer but more vital programs."

"Under these more clearly defined objectives," stated Streibert, "there will be greater opportunity for us to use the resources of patriotic private American business and non-governmental groups in support of the information program. Private groups have given splendid support in the past, and we plan an intensive drive to further increase this support and thus multiply the effectiveness of the program."

Streibert did not mention any specific industry, but J. Cheever Cowdin, head of the agency's motion picture division, has mentioned several times the possibility of getting Hollywood to take a larger role in the overseas film program.

Seal Interrogatories

(*Continued from page* 1)

closure of information contained in the interrogatories would harmfully reveal vital trade data.

The three defendant companies are Warner Brothers Pictures, Inc., Warner Brothers Distributing Corp. and Films, Inc.

The interrogatories being furnished in the case are required to outline details of all transactions in 16mm. films since 1928. All defendants have until Monday to complete their interrogatories. They are accused by the Government of withholding 16mm. films from use for television, educational and other purposes.

Two Companies File

ALBANY, N. Y., Oct. 28.—Two more film companies have filed certificates here to do business in New York. East Coast Productions, Inc., seeks a permit to conduct a film production and distribution business, while Apex Film Distributing Corp. has filed to operate as a distribution company in Manhattan.

'All the Brothers' World Premiere To New Bedford

The world premiere of M-G-M's "All the Brothers Were Valiant" will be held at Harry Sietz's State Theatre, New Bedford, Mass., Tuesday, marking the start of a mass saturation booking in more than 200 New England theatres over a 30-day period. A radio and television drive has been scheduled over the Yankee Network and other stations.

To the New Bedford premiere have been invited newspaper critics from all parts of New England who will receive transportation to New Bedford and will be guests at an old-fashioned New England dinner.

From the M-G-M home office will go Dan S. Terrell, publicity manager; Emery Austin, exploitation manager; Ernest Emerling, publicity and advertising director of Loew's circuit; Jim Shanahan, of Loew's publicity department; Bill Ornstein, trade contact for M-G-M, and Norman Kaphan, photographer for the M-G-M home office.

Industry, State Join To Honor McCarthy

HARTFORD, Oct. 28. — The film industry of Connecticut as well as state and civic officials, tomorrow will participate in a testimonial dinner to honor James F. McCarthy, district manager of Stanley Warner Theatres in Connecticut.

McCarthy served as manager of the S-W downtown Strand, Hartford, for 20 years, prior to assuming his new statewide capacity.

On the testimonial dinner committee are Lt. Gov. Edward N. Allen, U. S. Senator William A. Purtell, William H. Mortensen, David R. Daniel, William M. Savitt, Thomas J. Spellacy, John Sudarsky and Roland J. Utley.

Cleveland Operators Wary of New Media

CLEVELAND, Oct. 28.—Theatre owners in this area are in no hurry to order stereophonic sound or anamorphic lenses, local supply dealers report. They are not convinced that public interest in these justify the expense, pointing to the record six-week run of "From Here to Eternity" at the 3,300-seat RKO Palace Theatre where the picture is shown on a large, flat screen, and to "Martin Luther," in its fourth week at Loew's Ohio Theatre. Most exhibitors seem confident that the public responds only to pictures, not presentation.

Grover Partee Dead

ATLANTA, Oct. 28. — Grover C. Partee, 37, manager of the Starlight Drive-in Theatre, was found dead of a gunshot wound at his home on Sunday. Surviving are his widow, a sister and a brother.



Review

"Appointment in Honduras"

(Alpine-RKO Radio)

ALTHOUGH somewhat in formula fashion, this picture stirs with action throughout. In it, Glenn Ford finds himself battling a hostile jungle and some greedy men. Others rounding out the cast of this Benedict Bogeaus production are Ann Sheridan and Zachary Scott.

In the screenplay by Karen De Wolfe the appointment of the title refers to Ford's making his way to Honduras in order to give a wrongfully deposed president money with which to vanquish his evil conquerors. The story starts as a boat heading for Honduras is ordered to bypass that port. Ford takes matters into his own hands. He liberates a group of prisoners from the ship's jail and sets out with them for his destination He also takes two other passengers along as hostages, the whining, cowardly Scott, and his beautiful wife, Miss Sheridan. As they thrash through the jungle, the screenplay finds occasion to throw into camera focus an assortment of beasts of the jungle.

Not only is the jungle a strong obstacle to Ford, but so are the prisoners escaping with him. The greed that is latent in them is stirred shrewdly by Scott to a point where they become a danger to Ford. By the time the picture runs its course, Scott proves himself to be a cad. The climax sees Ford beating down the treacherous companions and successfully delivering the money. He also wins Miss Sheridan.

Jacques Tourneur directed this Alpine Production, which was photographed in Sceni-Scope with the print by Technicolor.

The cast also includes Rodolfo Acosta, Jack Elam, Ric Roman, Rico Alaniz, Paul Zaramba and Stanley Andrews.

Running time, 79 minutes. General audience classification. October release.

Silverthorne Heads Cleveland Variety

CLEVELAND, Oct. 28.—Jack Silverthorne, manager of the Hippodrome, was elected chief barker of the Variety Club at the organization's annual meeting. He succeeds Henry Greenberger, who served two terms. Marshall Fine was elected first assistant and Milton Grant was elected second assistant. Reelected were I. J. Schmertz, dough guy, and Greenberger, secretary.

Board of directors consists of the above current officers, three past chief barkers, namely Greenberger, Abe Kramer and Irwin Shenker, and the following: Irwin Pollard, Oscar Ruby, M. B. Horowitz, Sanford Leavitt, Al Sunshine and Bill Gordon of WHK.

It was announced at the meeting that the Variety Club-sponsored Cleveland Cerebral Palsy School received $38,000 from the cerebral palsy telethon held during the summer.

Variety Slate Named For Las Vegas Tent

LAS VEGAS, Oct. 28. — Nominations for the 1954 slate of crew members for Variety Tent No. 39 here have been made. Elections will be held at a membership meeting on Nov. 10.

Present crew members, including Cliff Jones, Earl Brothers, Eddie Fox, Norman Keller, Herb MacDonald, Eugene Murphy, Abe Schiller, Bob Cannon and Ernie Cragin, were placed in nomination, in addition to Al Benedict, Hal Braudis, Howard Capps, John DeLucca, Art Force, Lee Hayes, Stan Irwin, Bob Loden, David Messing, Joe Schram, Fred Soly, Harry White and Jack Young.

Named to Rank Board

LONDON, Oct. 28. — Richard F. Hamer, booking controller of J. Arthur Rank's Circuits Management Association, has been appointed a director of that company. Hamer entered the industry in 1922 and has been with Rank's interests since 1936. A former booking manager for Odeon theatres, he has been in his present position since 1948.

Graetz Gets Rights To Shaw's 'Destiny'

LONDON, Oct. 28. — European producer Paul Graetz has reached an agreement with the public trustee of the George Bernard Shaw estate and the Society of Authors for him to have the right to make a film based upon Shaw's "The Man of Destiny." Graetz plans on making the film in Italy and England.

Nationwide 'Sneaks' Planned by Burstyn For 'Little Fugitive'

Joseph Burstyn, distributor of "The Little Fugitive," will "sneak" preview the picture in first-run theatres on a nationwide basis in order to establish the production as one for general release rather than as an "art" house picture.

The picture was given its first "sneak" at the Paramount Theatre in Boston and at the Mastbaum in Philadelphia. It will be shown at the Roger Sherman in New Haven tomorrow and at the Adams in Detroit on Nov. 4. Others scheduled are for Nov. 9 at the Stanley in Pittsburgh and at the Allen in Cleveland on Nov. 11. Further previews will be set up later.

I.F.E. Plans Drive For 'Greatest Love'

A total of 225 prints of "The Greatest Love," Ingrid Bergman's first new film in four years, have been ordered by I. F. E. Releasing Corp. in preparation for intensive regional distribution starting in December. Regions to be covered in sequence are the Northeast, including New York, New England, Buffalo, Pittsburgh, Philadelphia, and Washington; the West, Middle West, Southwest, the Southeast and Central states. Florida will have a separate "in-season" saturation distribution.

The Bergman picture was produced and directed by Roberto Rossellini and features Alexander Knox.

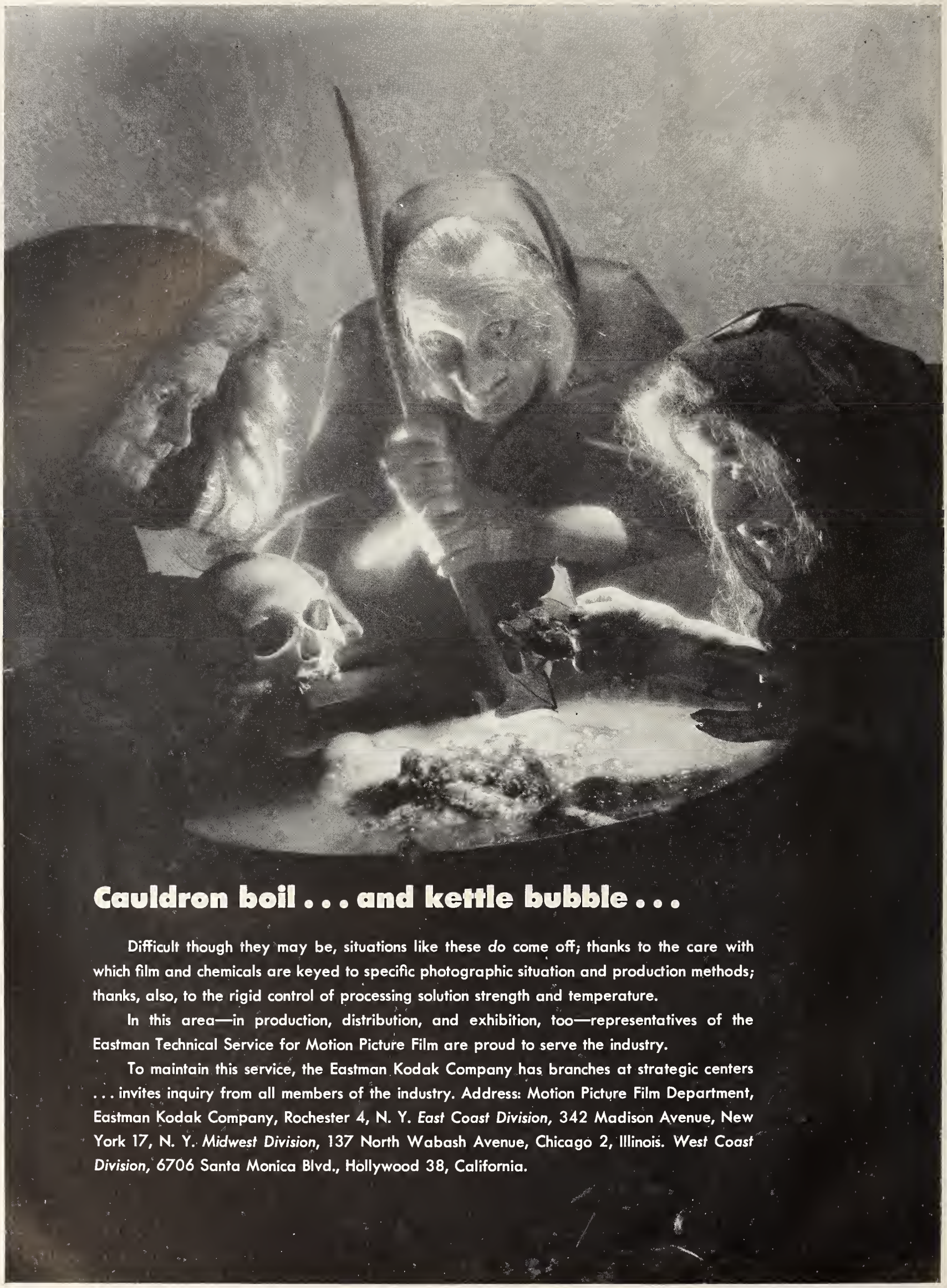
IT'S GOOD TO SHAKE THE HAND OF A FELLOW PIONEER

And where can such a handshake be any warmer than at the 15th Annual Dinner at the Hotel Astor, November 12th.

You can pay tribute to Barney Balaban, Pioneer of the Year.

You will be with our distinguished guests, including representatives not only from all branches of our industry, but with leaders from the general business world.

You will hear Eric Johnston, George Jessel, and other interesting speakers. The time is getting near. Send your checks today to Jack Cohn, President of the Motion Picture Pioneers, 729 Seventh Avenue. P.S. It is only $20.00.



Cauldron boil . . . and kettle bubble . . .

Difficult though they may be, situations like these *do* come off; thanks to the care with which film and chemicals are keyed to specific photographic situation and production methods; thanks, also, to the rigid control of processing solution strength and temperature.

In this area—in production, distribution, and exhibition, too—representatives of the Eastman Technical Service for Motion Picture Film are proud to serve the industry.

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FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 74. NO. 85 NEW YORK, U. S. A., FRIDAY, OCTOBER 30, 1953 TEN CENTS

No Legislation

Eady Scheme Approved by UK Exhibitors

14 of 25 CEA Branches Insure Its Acceptance

By PETER BURNUP

LONDON, Oct. 29. — Adoption of the British film industry's voluntary scheme for continuance of the Eady Plan was assured today as 14 branches of the Cinematograph Exhibitors Association voted in favor of the plan.

Of CEA's 25 branches, only four have voted against the voluntary plan. Hence the votes of the seven remaining branches cannot affect the outcome.

CEA's general council will meet

(*Continued on page 6*)

Coyne Tells Mich. Allied Tax Drive Can Be Successful

DETROIT, Oct. 29.—Admitting that success in the renewal of the campaign to repeal the 20 per cent Federal admission tax may be difficult, Robert W. Coyne, special counsel for the Council of Motion Picture Organizations, insisted today that it can be attained. Coyne spoke at the annual convention of Allied Theatres of Michigan at the Hotel Statler here.

"We can win," Coyne said, "if we have the financial support we had last

(*Continued on page 8*)

Territorial Changes Completed by I.F.E.

A revision of territorial offices as well as a realignment of sales personnel has been completed by I. F. E. Releasing Corp. Additionally, Bernard Jacon, vice-president in charge of sales and distribution, has advanced two executives to new assignments.

The Buffalo and Pittsburgh ex-

(*Continued on page 8*)

Stage All Set For TOA's Annual Convention

Says Gov't to Seek Industry Aid for Overseas Program

WASHINGTON, Oct. 29.—The U. S. Information Agency hopes to enlist the aid of the industry in distributing government films overseas, according to USIA head Theodore Streibert.

Streibert did not offer any details of exactly how the industry aid would be enlisted. He made the statement yesterday during his first press conference since taking over the government's overseas information program last summer.

Appropriations alloted the film division do not permit any new production this year, he said. He declared that when production is resumed, more emphasis would be placed on having films made overseas in the areas where they are to be distributed.

Streibert declared that he did not see the possibility of film production

(*Continued on page 8*)

Trade Practices, Equipment, New Media and Concessions in the Spotlight as Delegates Arrive in Chicago for Big Get-Together

By A.L STEEN

CHICAGO, Oct. 29.— With the arrival today of the "advance guard" of delegates to the annual convention of the Theatre Owners of America here starting Sunday, at the Conrad Hilton Hotel, there is plenty of "shop talk" among the TOA leaders on probable results of the national conclave, which is being combined with the conventions of the Theatre Equipment and Supply Manufacturers Association and the Theatre Equipment Supply Dealers Association.

¶ Aside from the interest in new exhibition techniques and media, in the association's attitude toward the renewal of membership in the Council of Motion Picture Organizations and in the probable new slate of officers, there appears to be emphasis on speculation as to what TOA will do on the issue of arbitration.

While the leaders of Allied States Association are not unanimous on the matter of pursuing a workable sys-

(*Continued on page 3*)

de Rochemont to Do 2nd Cinerama Film

The second production in the Cinerama process will be made by Louis de Rochemont and his associates, Si H. Fabian, president of the Stanley Warner Cinerama Corp., a subsidy of the Stanley Warner Circuit, announced here yesterday.

De Rochemont, co-founder of "March of Time" and an independent producer, will start production immediately on the new picture, to be titled "The Thrill of Your Life," Fabian

(*Continued on page 8*)

144 Exhibits in Biggest TESMA Trade Show

CHICAGO, Oct. 29.—Preparations got under way here today for what is expected to be the largest display of theatre and concession equipment in industry history—the trade show of the Theatre Equipment and Supply Manufacturers Association which will be held in connection with the annual convention of the Theatre Owners of America at the Conrad Hilton Hotel. The trade show opens Sunday and will run through Thursday.

The show will feature 144 booths, set up by TESMA members and those of the Theatre Equipment Dealers Association. ft has been stressed by TESMA that there will be no admission or registration fee to see the exhibits or to participate in the equipment and new processes forums. Particular emphasis is being placed on the forums at which exhibitors will be able to get clarification on equipment and new media problems.

The board of directors of TESMA will meet Sunday morning and the TEDA board will convene Sunday afternoon. TESMA's annual meeting for members only will be combined with a breakfast in the West Ballroom of the Conrad Hilton Tuesday morning. The TEDA annual meeting and breakfast will be held at the same time in the North Assembly Room of the hotel.

A TESMA-TEDA jamboree is slated for Tuesday night in the North Ballroom.

The business activities of the TEDA trade show and convention will be climaxed with a board meeting Friday evening which will be held in Room 9 of the hotel.

In This Issue

TOA and TESMA-TEDA Convention Features

In this TOA-TESMA-TEDA Convention Issue special features include:

¶ TOA Convention Program, Page 3

¶ TESMA-TEDA Convention Program, Page 10

¶ TESMA-TEDA Exhibit Directory, Pages 10-12

¶ TESMA-TEDA Trade Show Exhibit Plan, Page 12



Personal Mention

E. O. WILSCHKE, Altec Service Corp. operating manager, has left New York by plane for Chicago and several other cities of the Midwest.

•

MORGAN GUNST, assistant general manager of the Oakland plant of Chromatic Television Laboratories, Paramount Pictures subsidiary, will leave New York by plane today for San Francisco.

•

DEANNA DURBIN, her husband, CHARLES DAVID, and their son will sail from here for Europe tomorrow aboard the "Ile de France."

•

IRVING SOCHIN, Universal Pictures short subjects sales manager, will enter New Rochelle Hospital today for minor surgery.

•

JULES B. WEILL, of Specialty Television Films, Inc., will leave here Monday for Chicago, San Francisco and Los Angeles.

•

MARTIN FRIEDMAN, head of Paramount Pictures playdate department, will return here Monday from Upstate New York.

•

EARL W. WINGART, 20th Century-Fox merchandising manager, has returned to New York from Albany.

•

JOHNNY SHEFFIELD, Allied Artists star, has left Hollywood by plane for Anoka, Minn.

Eight Reade Winners In Manager Contests

Prizes have been presented to eight managers of Walter Reade Theatres in the "Manager-of-the-Month" contests between May and September. More than 40 New York and New Jersey managers competed for the awards made by Walter Reade, Jr., president of the organization.

In May, John Balmer, city manager for Reade Theatres in Plainfield, N. J., won first prize. Three managers tied for second, Robert Hynes, city manager in Asbury Park; Ralph Lanterman, city manager in Morristown, and George Fascher, manager of the Carlton, Red Bank, N. J.

In June, Lanterman was first and David Weinstein, manager of the Atlantic Drive-in, Pleasantville, N. J., was second.

July saw a three-way tie among Donn Iogha, manager of the Lawrence Drive-in in Trenton; Lanterman and Fascher.

August brought another tie between Joseph Sommers, city manager for Walter Reade Theatres in Kingston, N. Y., and Hynes.

September's winner was Helen Colocousis, manager of the Baronet Theatre, New York City, with Balmer second.

Doctor, Harrison Win 3rd Quarter Quigley Awards

Charles Doctor, manager of the Capitol Theatre, Vancouver, and J. P. Harrison, manager of the Campus Theatre, Denton, Texas, were ranked first in large and small situations, respectively, in the third quarterly judging for the Quigley Showmanship Awards conducted by the Managers Round Table of "Motion Picture Herald."

Doctor, a top contender for the Grand Award, entered two campaigns for judging, one on "Salome" and the other on "Young Bess," while Harrison's entry was on a "Greatest Show on Earth" campaign.

Seven 'Scroll' Winners

Seven "Scroll-of-honor" winners, in alphabetical order, were: Jim Cattell, Temple Theatre, Bellaire, O.; H. G. Boesel, Palace, Milwaukee; Max Cooper, Cove, Glen Cove, N. Y.; Robert Harvey, Capitol, North Bay, Ontario; George Peters, Loew's, Richmond, Va.; Boyd Sparrow, Warfield, San Francisco; Lily Watt, Odeon, Coatbridge, Scotland.

Judges were Leon Bamberger, RKO Radio Pictures sales promotion manager in New York; Vincent Trotta, veteran industry commercial artist, and Fortunat Baronat, overseas advertising and publicity director for Universal-International Pictures.

Pacemakers Acquires 'Holly and the Ivy'

The London Films production, "The Holly and the Ivy," has been acquired for distribution in the United States by Pacemaker Pictures, Inc., the organization owned by Erwin A. Lesser, William Goldberg and Max A. Goldberg. Pacemakers' last British acquisition was the Roy Boulting film, "High Treason."

Directed by George More O'Ferrall and produced by Anatole de Grunwald, the film was adapted from the London stage play by Wynyard Browne. Pacemakers intends to release it in December.

'Moon' Is Voluntarily 'Pulled' in Elizabeth

ELIZABETH, N. J., Oct. 29. — "The Moon Is Blue" has been withdrawn from exhibition here. Following protests by the Knights of Columbus and other organizations, the showing of the film was voluntarily postponed until a decision is reached in the Jersey City court case, where the film has been banned by city authorities as indecent.

Week's Continuance In Md. 'Moon' Action

BALTIMORE, Oct. 29. — At the close of the second day of the hearing on the state censor board's banning of "The Moon Is Blue," Judge Herman Moser, in city court, granted a one-week continuance of the action in order to permit opposing counsel sufficient time to file briefs.

Major Firms Closing At 1 P.M. Tuesday

All major companies in the industry here, as well as the Motion Picture Association of America, and others, have declared a half-day holiday for Tuesday, Election Day. Among those which will close at 1:00 P.M. are Allied Artists, Columbia, M-G-M, Paramount, RKO Radio, Republic, 20th Century-Fox, United Artists, Universal and Warners.

Council Aids 3-D Versions of 'Kate'

The 3-D versions of "Kiss Me Kate" have received a boost from the new Council for 3-D Film Progress, Inc., which sent two of its representatives to promote the film in two of M-G-M's test cities. The council is an organization dedicated to promoting three-dimensional films.

In Syracuse, Robert H. Odell, executive director of the council, arranged for Mayor Thomas J. Corcoran to proclaim the opening day of the picture at the State as "3-D Day." He also appeared on a number of radio programs to discuss the 3-D situation.

In Columbus, O., another council representative, Joseph Rastatter, assistant executive director, worked with Loew's chief, Walter Kessler, and arranged for the city's proclamation of "3-D Week." The picture opened there at Loew's Ohio yesterday.

Odell, who returned here from Syracuse yesterday, said there are more pictures of the same calibre as "Kiss Me Kate" coming off the line in Hollywood and the council pledges itself to "pitch in and help anyone with better things for 3-D."

More Than 200 At Richey Services

More than 200 persons, representing the industry and civic and church associates, attended funeral services for H. M. Richey in New Rochelle yesterday. The director of exhibitor relations for Loew's died of a heart attack in his office Tuesday afternoon. Services were conducted at the George T. Davis Funeral Home.

$6,000 for 'Botany'

"Botany Bay," Paramount, opened yesterday at New York's Mayfair Theatre reportedly to continuous capacity audiences, with the first day's gross of $6,000 said to equal the highest opening-day's business during the past two years.

Canada Board Fund Up

OTTAWA, Oct. 29. — Canadian government reports reveal that expenditures for the National Film Board from April 1 to Sept. 30, 1953 were $1,058,000, an increase over the $964,000 total for the same period last year.

To Name Committee For Direction of Rogers Hospital

An executive committee composed of industry members will take over the Variety Club-Will Rogers Hospital duties of the late Chick Lewis, who had been executive vice-president of the hospital at the time of his death last week.

This was disclosed here yesterday following a special meeting of the hospital's board of directors. The executive committee which will function as an administrative group will be named by Abe Montague, president of the hospital, within a few days.

Meanwhile, it was disclosed that Ned Shugrue, public relations director for the Will Rogers Memorial Fund, would serve as liaison for the executive committee with the hospital at Saranac Lake, in addition to his other duties.

The board also directed that the North wing of the hospital be hereafter known as "Chick Lewis Memorial Wing" and a bronze plaque memorializing Lewis will soon be dedicated, following the painting and refurbishing of all corridors and patients' rooms which Lewis recently started.

NEW YORK THEATRES

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TOA Meet

(*Continued from page* 1)

tem, the TOA toppers seem to be more of one mind on the subject. It is believed by many that TOA will re-state its approval of arbitration and urge renewed efforts to get together on a plan.

Allied Attitude Vital

The big question appears to be: If TOA votes to push arbitration, will Allied go along and will the distributors again contribute their support in the drafting of a new plan or the redrafting of the two formulae which were prepared last year? There are some negative viewpoints on this question. Allied, according to some trade observers, is adamant, and the distributors do not seem to be inclined to press the issue at this time. Therefore, TOA's re-statement of approval of pressing for the establishment of an arbitration system now appears meaningless without the cooperation of Allied and the distributors. On the other hand, there are some here who believe a positive stand by TOA may change the attitudes of the other two segments or, failing that, that a means of proceeding without Allied might be found. In any event, it is certain that the subject will be discussed at both the organization's executive committee meeting and on the floor of the convention.

COMPO Support Sure

The renewal for another year of membership in COMPO by the TOA can be put down as a certainty, according to early arriving delegates. The fact that, through COMPO efforts, the Mason Bill, calling for the repeal of the Federal 20 per cent admission tax, passed both houses of Congress and died only because of Presidential veto, is regarded as a sufficient sign of strength to keep COMPO in operation. It is expected that TOA will reappoint Sam Pinanski its representative on the COMPO triumvirate and will approve the new COMPO dues drive and the renewal of the tax repeal campaign. TOA leaders assert that success of the latter can be best achieved through COMPO.

Looks Like Reade

As to the new president of TOA, all indications point to Walter Reade, Jr., as the probable new head of the association, succeeding Alfred Starr. While the matter will not be decided until the election on Monday, a TOA spokesman told MOTION PICTURE DAILY that it was "pretty certain" that Reade would be elected. Reade currently is TOA executive vice-president. E. D. Martin of Georgia, another presidential possibility, may be named executive vice-president if Reade becomes president.

¶ Trade practices and general exhibition problems are expected to share the spotlight with the accent on new techniques and media and concessions. There is considerable interest in the equipment forum scheduled for Wednesday afternoon when exhibitors will be given the opportunity to ask questions and get answers from a panel of experts.

Speeches will be held to a minimum so that perplexed exhibitors can get to the core of their problems. D. E. Hyndman of Eastman Kodak will

(*Continued in column* 4)

THEATRE OWNERS OF AMERICA

CONVENTION PROGRAM

Conrad Hilton Hotel, Chicago

SUNDAY, NOVEMBER 1

10:00 A.M. Registration Opens — Entrance to Exhibition Hall. Closes at 6:00 P.M.
12:00 Noon TOA-TESMA Trade Show Opens. Exhibition Hall. Closes at 6:00 P.M.
1:30 P.M. Concessions Committee Meet. Room 2. Abe Bloom, Chairman.
2:30 P.M. Open Concessions Meeting. Room 2.
8:00 P.M. Executive Committee Meeting. Room 2. Walter Reade, Jr., Chairman.

MONDAY, NOVEMBER 2

9:00 A.M. Registration Continues.
10:00 A.M. TOA-TESMA Trade Show Continues.
10:00 A.M. Special Showing of Cinerama. Palace Theatre. Si Fabian, Chairman.
2:00 P.M. Concessions Forum, North Ballroom. Abe Bloom, Chairman.
4:00 P.M. Open Board Meeting. South Ballroom. Charles Skouras, Chairman.

TUESDAY, NOVEMBER 3

9:00 A.M. Registration Continues.
10:00 A.M. Trade Show Continues.
10:00 A.M. Industry Discussion Session. South Ballroom. John Balaban, Honorable Chairman; David Wallerstein, Chairman; Mayor Martin H. Kennelly. Keynote Address by Leonard Goldenson.
12:30 P.M. Convention Luncheon. Grand Ballroom. Roy Cooper, Toastmaster. George Stevens, Warner Brothers, speaker.
2:00 P.M. Industry Discussion Session for TOA Members Only. South Ballroom. Alfred Starr, Chairman.
6:30 P.M. Busses Leave for Coca Cola Party at Saddle and Sirloin Club.
7:30 P.M. Beefsteak Party. Host: Coca Cola Co.

WEDNESDAY, NOVEMBER 4

10:00 A.M. Trade Show Continues.
10:00 A.M. Industry Discussion Session. Si Fabian, Mitchell Wolfson, Co-chairmen. Theatre Television vs. Subscription Television.
2:00 P.M. Industry Discussion Session. Equipment Forum. E. D. Martin, Chairman. Don Hyndman, Moderator. Robert J. O'Donnell, Keynote Speaker.
2:30 P.M. Convention Luncheon. Grand Ballroom. Co-hosts: Motion Picture Advertising Service Co. and United Film Service. Nat Williams, Toastmaster. Claude Lee, MPA Sales Executive. A. Montague, Will Rogers Hospital.
6:00 P.M. Pepsi-Cola Cocktail Party and Buffet. Grand Ballroom, Blackstone Hotel.
7:30 P.M. Buses Leave for "Ice Follies," Chicago Arena.
8:30 P.M. "Ice Follies." Host: Pepsi Cola Co.

THURSDAY, NOVEMBER 5

10:00 A.M. Trade Show Continues.
10:00 A.M. Industry Discussion Session. South Ballroom.
12:30 P.M. Convention Luncheon. Grand Ballroom. Tom Edwards, Toastmaster.
2:00 P.M. Industry Discussion Session. South Ballroom. Joseph Rosenfield, Chairman.
4:15 P.M. Closed Board of Directors Meeting.
6:30 P.M. Cocktail Party. Normandie Lounge. Host: National Carbon Co.
7:30 P.M. The President's Banquet. Grand Ballroom. George Jessel, Toastmaster. Gen. James A. Van Fleet. Morton Downey, Paul Whiteman and Other Entertainment.

Officers of the TOA Convention



JOHN BALABAN, *Honorary Chairman* — D. WALLERSTEIN, *Convention Chairman*

Speakers at Meeting

(*Continued from column* 1)

be the moderator of the forum and the panel will consist of J. Robert Hoff, TESMA president; Ray Colvin, executive director of TEDA; Walter Green, president of National Theatre Supply; R. Kriebel, general sales manager of Polaroid Corp.; J. R. Johnstone, sales manager of National Carbon; J. F. O'Brien, assistant vice-president of RCA; E. O. Wilschke, operations manager of Altec; L. E. Pope, of Fox Midwest Theatres; J. C. Skinner, of Texas Interstate, and Dick Orear, of the Commonwealth Circuit. On hand to answer particular questions on new processes will be Herbert Barnett for Cinerama, Edward Lachman for Nord, Earl Sponable for CinemaScope and M. L. Gunzburg for Natural Vision. There also will be speakers for Moropticon and Todd-AO.

Concessions on Agenda

Concessions, too, have a vital role in the convention activities. Abe Z. Bloom, chairman of the TOA concessions committee, has lined up some important sessions at which exhibitors may derive information on this lucrative source of revenue. The concessions committee will meet in private session at 1:30 Sunday afternoon, to be followed by an open concessions forum at which TOA members may discuss their problems with the committee. Another concessions forum has been set for Monday afternoon at 2:00 o'clock.

The closing banquet Thursday night will have George Jessel as master of ceremonies and Gen. James A. Van Fleet the principal speaker. Jessel will broadcast his weekly ABC radio show, "George Jessel Salutes," from the banqeut hall, with Paul Whiteman and his orchestra. Each week, Jessel salutes a prominent organization and this time he will honor TOA.

Advance reservations for the convention have passed the 400 mark.

Gilbert Is Elected To ASCAP Board

L. Wolfe Gilbert yesterday was elected to the board of directors of the American Society of Composers, Authors and Publishers, filling the vacancy left by the death of Fred Ahlert. Gilbert previously served on the board from 1941 to 1944 and was chairman of the West Coast committee of ASCAP.

A member of the Society since 1924, Gilbert wrote scores of songs among which were "Ramona," "Waiting for the Robert E. Lee" and "Lucky Lindy."

TENNESSEE HAS GONE CINEMASCOPE

CINEMASCOPE CALIFORNIA

PENNSYLVANIA HAS GONE CINEMASCOPE

CINEMASCOPE MICHIGAN

UTAH HAS GONE CINEMASCOPE

CINEMASCOPE NEW YORK

MISSOURI HAS GONE CINEMASCOPE

CINEMASCOPE LOUISIANA

MINNESOTA HAS GONE CINEMASCOPE

CINEMASCOPE OKLAHOMA

WASHINGTON HAS GONE CINEMASCOPE

CINEMASCOPE MASSACHUSE

WISCONSIN HAS GONE CINEMASCOPE

CINEMASCOPE NEBRASKA

ALABAMA HAS GONE CINEMASCOPE

CINEMASCOPE NORTH CARO

GEORGIA HAS GONE CINEMASCOPE

CINEMASCOPE MARYLAND

ScopE ILLINOIS HAS GONE
HAS GONE CinemaScopE
maScopE TEXAS HAS GONE
HAS GONE CinemaScopE
opE COLORADO HAS GONE
HAS GONE CinemaScopE
aScopE OHIO HAS GONE
HAS GONE CinemaScopE
ScopE INDIANA HAS GONE
HAS GONE CinemaScopE
maScopE IOWA HAS GONE
S HAS GONE CinemaScopE
aScopE KANSAS HAS GONE
HAS GONE CinemaScopE
ScopE ARIZONA HAS GONE
INA'S GONE CinemaScopE
aScopE VIRGINIA HAS GONE
HAS GONE CinemaScopE

★ ★ ★ Officers of the Theatre Owners of America ★ ★ ★



ALFRED STARR
President



CHARLES SKOURAS
Board Chairman



WALTER READE
Executive V.P.



S. H. FABIAN
Treasurer



HERMAN LEVY
General Counsel

Hollywood Studios Have 29 in Work And 6 Finished

HOLLYWOOD, Oct. 29.—The production chart, for the second week, shows a total of 29 pictures in work. Six new pictures were started and six were completed.

Started were: "Bitter Creek," Allied Artists; "My Pal Shep" (Robert L. Lippert, Jr., Productions), "The Sea Demon" (Palo Alto Productions) and "Bronco Apache" (Hecht-Lancaster Productions, U. A. release), Independent; "Legend of the Inca" and "Living It Up," Paramount.

Completed were: "Paris Bombshells," Allied Artists; "Massacre At Moccasin Pass," Columbia; "Congo Killer" (Trinity Productions) and "Captain Kidd's Slave Girl" (Wisberg-Pollexfen Productions, U. A. release), Independent; "Rose Marie," Metro-Goldwyn-Mayer; "The Far Country," Universal-International.

Urges Control of the Mexican Industry

MEXICO CITY, Oct. 29.—Virtual control of the industry by its unionized employes was urged by Pedro Tellez Vargas, secretary general of Local No. 1 (theatre and office workers) of the powerful National Cinematographic Industry Workers Union, at a banquet which the local gave to the players local of the Picture Production Workers Union. Vargas is one of Mexico's top film labor leaders.

Vargas said that labor control of the trade's own bank, the semi-official Banco Nacional Cinematografico, and the local City Amusements Supervision Department is essential to the industry's welfare.

Westrex Cuba Head Loaned to 20th

At the request of 20th Century-Fox, William DeMello, Westrex manager in Cuba, has been loaned to that company to assist the staffs of theatre owners and supply dealers in Latin America in the installation and adjustment of the picture and sound projection equipment required for CinemaScope presentations. DeMello has already left New York. His itinerary includes Mexico, Cuba, Puerto Rico, Venezuela, Colombia, Peru, Uruguay, Brazil, Trinidad, and Panama.

Eady Plan Is Approved

(*Continued from page* 1)

next Wednesday to ratify the branches' decision formally.

The voluntary Eady plan already has been approved by the British Film Producers Association and the Kinematograph Renters Society, although the latter has not officially announced its action.

The voluntary plan was agreed upon by the trade associations after warnings from the Board of Trade that a statutory plan would be introduced in Parliament otherwise. The trade was given until the end of this month by the Board to make known its decision. However, following the trade agreement, CEA's general council reversed the action of its officers by voting 33 to 30 not to approve the voluntary agreement. CEA's individual branches then were asked to vote this week on its acceptance or rejection.

The trade's plan will provide approximately £2,250,000 annually from a levy on theatre admissions, the bulk of which will go to British producers for production financing. Producers originally said they required £3,000,000 annually from Eady but exhibitors pointed to declining theatre attendance and insisted that they should not be placed in the position of having to underwrite more than the box-office would yield. Exhibitors also were desirous of tieing-in a government promise of reduced entertainment tax with any voluntary extension of Eady, but the Board of Trade was firm in stating that such a promise could not be given.

American film companies in Britain were particularly interested in the outcome, not only because their films will provide the largest amount of taxable revenue at British box-offices but also because, had there been no voluntary agreement and a statutory plan been enacted, it might well have come within the realm of discriminatory taxation in violation of Anglo-American trade agreements which are now in effect.

The current voluntary Eady Plan is scheduled to expire next August. It provided about £2,750,000 in the past year.

Batschelethas Joins Television Theatres

DENVER, Oct. 29. — Ralph J. Batschelethas, for many years with Fox Inter-Mountain Theatres, most recently as manager of the Tabor here, has resigned to join the newly-formed Television Theatres, Inc., as vice-president and general manager. The company will operate the new 1,280-seat twin drive-in now being built on the grounds of the Centennial Race Track in Littleton, just outside of Denver, and the Webber, which Television Theatres is taking over from Fox Inter-Mountain.

Other officers of T. T. include Tom Bailey, president; Gerald Schlessman, chairman of the board; Dr. Glen Cody, treasurer, and Gertrude Bailey, secretary.

Mexico to Film Color

MEXICO CITY, Oct. 29.—Color picture production will definitely begin in January at the Churubusco studios here, it has been disclosed by Cesar Santos Galindo, manager, who is also president of the Producers Association. The first producers in color will be Posa Films, Producciones Zacarias and Raul de Anda.

TV Picture in 3-D Introduced in Peoria

PEORIA, Ill., Oct. 29. — "Genoscope," a new form of three-dimensional television picture, has been demonstrated here by WEEK-TV. It involves the use of a pair of lightweight glasses invented—and named for—Mrs. Genevieve Lott-Fuller, wife of Dr. Edgar Fuller, holder of several patents for 3-D motion pictures. The 3-D effect is said to be achieved by the use of a system of balanced filters on two lenses. It was further pointed out that no equipment additional to that now in use is needed.

To Manage Buffalo Unit

BUFFALO, Oct. 29. — John A. Kane, who at various times has been actor, soldier and stage production manager, has taken over the management of the Cinema Theatre here for Philip Cohen and Morris Slotnick.

Boston Office for I.F.E.

Adele Weiss, treasurer of the I.F.E. Releasing Corp., will leave for Boston today to set up systems for the company's new office there in conjunction with Ellis Gordon.

Mexico and Spain Sign Agreements; Others Seen Likely

MEXICO CITY, Oct. 27.—A reciprocal film-exhibition agreement has been completed here between Mexico and Spain. Mexico was represented in the negotiations by the National Cinematographic Board, while the Spanish Embassy and CIFESA acted for Spain.

The pact calls for the simultaneous exhibition of three Spanish pictures in Mexico, CIFESA to distribute, and of as many Mexican films in Spain, placed by Peliculas Mexicans, distributor of Mexican pictures abroad.

Similar pacts are being prepared with Italy and Japan, while the recent ban on the exhibition of British pictures is being reconsidered because of the cordial reception some Mexican films have been accorded in Britain.

'Robe' Houses Aided By 40-Page Manual

A 40-page campaign manual has been prepared by 20th Century-Fox to aid every engagement of "The Robe." Currently being distributed to theatres across the country, the manual treats in detail all aspects of advertising, exploitation and publicity spheres and is a symbol of the extensive promotional campaign launching the CinemaScope spectacle.

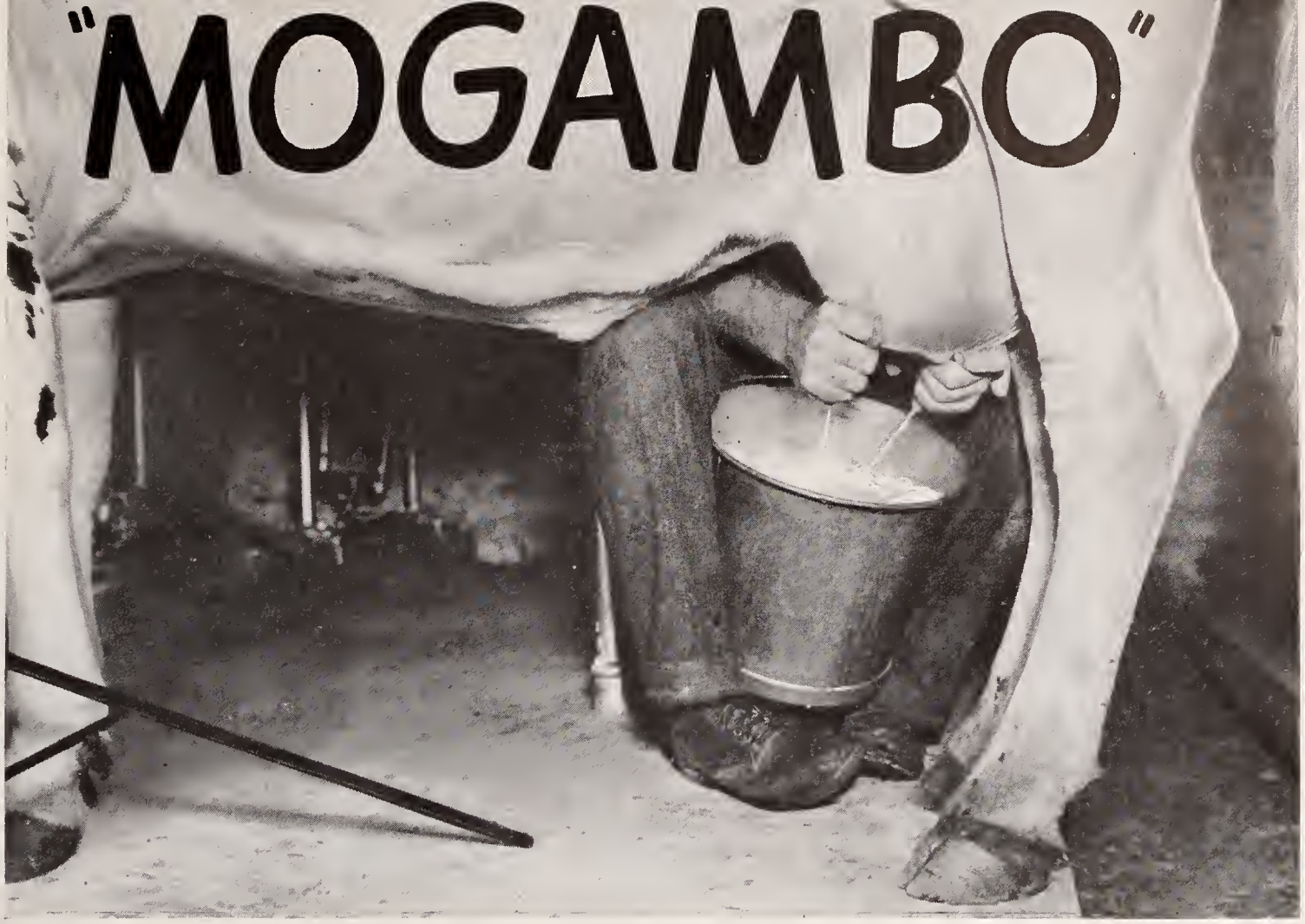
Six pages are devoted to publicity features and 19 to advertisements. Other sections describe trailers, television and radio drives, book and record promotions and poster campaigns.

New TV Station May Cut Portland Takes

PORTLAND, Ore., Oct. 29.—With the advent of a second channel into the Portland area, KOIN-TV, now in operation, and with some 75,000 sets now in use, theatre managers here anticipate a further drop in attendance. Ted R. Gamble is president of the new station.

On the other hand the majority of drive-in theatres, some 30 in number throughout Oregon, report exceptionally good business, due to the continued excellent fall weather.

A third television station for the Southern Washington area will go on the air at Vancouver on Jan. 15.



MILK IT!

No wonder "Mogambo" is topping M-G-M's previous African adventure Champ "King Solomon's Mines" and beats even famed big grosser "Show Boat." Showmen are putting great campaigns behind a great picture. When *you* play "Mogambo" remember that EXTRA EFFORT means EXTRA DOLLARS! There's a wealth of circus-y, natural showmanship in this phenomenal attraction. Get every last dime!

EXHIBITORS GIVE IT TOP PROMOTION!

JUNGLE BACKGROUND FOR "MOGAMBO" magnetizes crowds and makes busy box-offices! Fronts, lobbies and floats sell big African adventure and wild animal thrills. Great demand by exhibitors for M-G-M's special line of display accessories. That 8-foot Lobby Standee sells tickets.

BATTLE OF THE SEXES (Gable-Gardner-Kelly) in ads, publicity, and promotion gets results. Use the Ava Gardner leopard-skin pose!

AVA'S OUTDOOR JUNGLE SHOWER-BATH widely used by newspapers, results in smash spreads. This still is combined with photos of other movie bath scenes from other hit pictures, very popular with editors.

BIGGEST DEMAND BY STORES AND DEALERS for stills for local level merchandising — Dodge Trucks, Pepsi-Cola, B. O. A. C., and other travel outfits, Head Scarfs, Slave Anklets, Cameras, etc.

MERCHANTS CASHING IN on M-G-M's National Tie-ups—Lustre-Creme, Coro Jewelry, Madcap Millinery, Alfred Shirts, Jan Irwill Sweaters, Chocolate Candy.

DISC JOCKEYS AND THEATRES use Jungle Platter before and during engagements. Made on location—beat of drums, chants of natives, etc. Also available is an M-G-M Records Art Mooney recording, "Mogambo."

THEATRE ATTENDANCE MULTIPLIES with other M-G-M Special Accessories; 6 Trailers including Teasers, Jungle Background Paper, Fan Photos, Postcards, TV Slide or "Telop," Jumbo Heralds, 8 x 10 Color Prints, etc.

KIDS GIVE "MOGAMBO" a rousing reception when their imaginations are excited by "Mogambo Masks" and "Name 'Mogambo' Jungle Animals" in promotion and store merchandising.

M-G-M REVITALIZES P. A. TOURS with unprecedented American safari of mighty White Hunter, Frank ("Bunny") Allen guide during production of picture. Literally a sensation in 25 Key cities!

AND THE DRUM BEATING GOES ON! Above are just a few ideas. Consult Press Book for many more!

— ★ —

THE COMING INDUSTRY EVENT! M-G-M's FIRST CINEMASCOPE PRODUCTION "KNIGHTS OF THE ROUND TABLE" (Technicolor)

Tax Drive

(*Continued from page* 1)

year. We can win if you do your work at home. We can win if you are willing to shuttle into Washington on call, as so many of you did in the last campaign. We can win if we keep to a sound control plan but retain the courage to turn around on a dime if necessary. We can win if we think big but have the wisdom not to neglect little items."

Coyne said that since the condition of theatres had worsened since the Presidential veto of the Mason Bill, "it is obvious that there can be no major shift from our tax campaign planning of last year."

Compromise Not Ruled Out

"Complete relief is the only measure of help that will do the whole job," he said. "We will not, naturally, preclude from our thinking a compromise that may do the best partial job if circumstances make complete relief beyond our reach. We will preclude nothing from our thinking.

"Our overall strategy is to retain and renew our Congressional friendships on a basis of support accorded last year. You have been requested to put this in action. If full relief seems unattainable this strength can be used to effectuate the best possible compromise.

¶ "In view of all this there is only one thing we can do: We must start from scratch. In other words, we can take nothing for granted. Accordingly, we are listing all Senators and Congressmen as being uncommitted until we have received definite word that they have been interviewed all over again by delegations of exhibitors and have given new pledges to vote for elimination of the tax.

"This time, in addition to seeing their Congressmen, tax committees should also see their local newspaper editors. The object of such visits is not necessarily to obtain publicity for the tax drive, but rather to convince the editor that our cause is a just one, so that if, as and when there is action on our bill in Congress, the editor will support us rather than attack us. To convince the editor of the justice of our cause all we need do is to use the same arguments that we have used in winning the support of Congressmen, for it was ignorance of our situation that led some newspapers last year to attack the Mason Bill."

Chicago Suit Charges 1st-Run Interference

CHICAGO, Oct. 29.—A suit asking for an injunction preventing the major film companies, Balaban and Katz Corp. and Great States Theatres from interfering with the right of the Lee Theatre, Joliet, Ill., to bid for first-run product in Joliet has been filed by attorney Richard Orlikoff on behalf of Edward and Ruby Codo, also asking triple damages, to be determined after examination of the defendant's books, for the period from July 13, 1946, when the Codos took over the theatre, to July, 1953, when the Lee ran its initial first-run pictures.

The suit, filed in the U. S. District Court here, contends that the defendants conspired to withhold first-run product from the Lee, forcing the theatre to play pictures after Great States in Joliet.

Still in the hopper here are several appeals of the District Court ruling that the Illinois two-year statute of limitations rather than the Federal five-year statute applies to cases occurring in Illinois, the outcome of which could have an important bearing on this and other cases either pending or already filed here.

Reviews

"Gilbert and Sullivan"

(United Artists-London Films)

THE BEST OF TALENT has been marshalled for this sprightly musical, based on the lives of W. S. Gilbert and Arthur Sullivan. British-made, Robert Morley and Maurice Evans head the cast, numbers from the Gilbert and Sullivan operettas are sung excellently, and the production values, aided by color in Technicolor, are high. This is a picture which should do fine business in most situations and especially among theatres which draw a more discriminating audience.

Before summarizing the story line, mention should be made of the fine singing performance of Martyn Green, who is at present a star of the D'Oyly Carte Opera Co. Mention should also be made of the deft manner of interweaving the many songs in the picture. The operetta which is given the fullest treatment in the film is "Trial by Jury," and the treatment is a gem.

Evans as the gifted composer Arthur Sullivan finds himself in love with a young lady who deprecates his talents for creating light music. She, Dinah Sheridan, would rather have him compose cantatas and symphonies. But his inevitable collaboration with the lyricist W. S. Gilbert, played by Robert Morley, wins out. Peter Finch, as D'Oyly Carte, brings about the union and Evans' girl friend walks out in a huff as the three form the D'Oyly Carte Opera Co., following the successful openings of "Trial by Jury" and "The Sorcerer." Their climb to success is marred by the failing health and misgivings of the composer, for he still desires to turn his talents to more serious music. He does so in a cantata and is knighted by Queen Victoria for his effort. But without his partner, the composer finds himself virtually unable to work, and he is cajoled into returning. What follows are the fruitful openings of "The Yeomen of the Guard" and the "Gondoliers." Robert Morley, as W. S. Gilbert, then has his falling out, precipitated by what he thinks is the extravagance of buying new carpets for their Savoy Theatre. Morley, incidentally, creates a character which resembles the very model of a Colonel Blimp Britisher, a character which boldly offsets the warm, sentimental role of Maurice Evans as Sullivan.

Towards the end of the picture, the two principal characters are not talking to one another. A happy reunion is achieved, however, when the two, with Peter Finch as D'Oyly Carte, agree to take a curtain bow at the revival of one of their hits. The plan for the three of them to take their curtain call in a wheel chair—for the ill health of the composer has incapacitated him—is never realized. Maurice Evans dies on the opening night of the revival.

Others in the cast are Eileen Herlie, Ysabel Dean, Wilfrid Hyde White, Juriel Aked, Michael Ripper, Lloyd Lamble and Richard Warner.

Running time, 105 minutes. General audience release. For release date, not set.

MURRAY HOROWITZ

"Little Fugitive"

(Joseph Burstyn)

THE adventures of a little Brooklyn boy at Coney Island becomes an absorbing, and extremely amusing, tale under the deft direction of Morris Engel, Ray Ashley and Ruth Orkin. Produced on a modest scale by Engel and Ashley, this film may well be the surprise picture triumph of the year among art houses. The film's great appeal lies in its candid quality, summed up by its star, seven-year-old Richie Andrusco.

What the directors have obtained from Master Andrusco is not so much a performance as a remarkable record of a child's reactions to the gaudy wonders of Coney Island. The story, written by the above trio, is a vignette about a little boy who, thinking he has killed his older brother (it was only a trick masterminded by other youngsters), runs away in terror and ends up at Coney.

For a day and a night the little boy wanders at large through the park, experiencing just about every sensation dreamed of by a child in his most fanciful moments. He stuffs himself with hotdogs, pop and spun candy, rides the merry-go-round till he's slightly hysterical, goes through fun houses and eventually casts his lot in the pony ride concession. He's crazy about horses.

How Richie's adventure comes to a happy conclusion need not be divulged here. The child is the thing and in him the joy of the film. Completely unconsciously he runs the gamut of emotions, from the first awful fear of the shooting to loneliness of a night on the beach. His face is a mirror, reflecting surprise at the first taste of a hot dog and earnest attempts to catch the brass ring on the merry-go-round. In these, "Little Fugitive" is a unique and wonderful film which will be long remembered.

Supporting the little boy are Rickie Brewster as his impatient but understanding brother, Winifred Cushing as his mother, and Jay Williams as the pony ride man. The latter is especially good in his moments with the boy, unravelling a fabulous story about his days with Buffalo Bill and being everything a little boy thinks a pony ride man should be. The camera work of Ashley is excellent throughout. Eddy Manson composed and performed the accompanying harmonica score which captures very nicely the varying moods.

The film already has been awarded one of the highest prizes of the Venice Film Festival. This, along with the fine lay press it is certain to receive, insure for it a big reception in selective theatres everywhere. Joseph Burstyn is the distributor.

Running time, 75 minutes. General audience classification. October release.

De Rochemont

(*Continued from page* 1)

added. The story property, owned by the producer, will contain action scenes in various parts of the globe. Production assistants from England and France, it was added, have been summoned to the U. S. and for the last four weeks have been studying Cinerama production techniques while de Rochemont and a camera crew have been making preliminary scenes in New England.

I.F.E. Territories

(*Continued from page* 1)

change areas, formerly serviced out of the Central (Cleveland) division office, will now be included in the Eastern division, which is under the direction of Seymour Schussel, who is also assistant to Jacon on the national level.

In the Southern division, Glenn Fanin, based in Dallas, has been promoted to Southeastern district manager. Albert E. Rook continues as division manager.

Harry J. Weaverling is the new sales representative for San Francisco, Portland and Seattle, under Alex Cooperman, Western division manager.

Mark Goldman continues as manager of the Central division, with Harry H. Walders heading the Midwest division.

Overseas Program

(*Continued from page* 1)

for the information program by Hollywood producers because he thought their costs would be too high. He indicated he doubted that Hollywood studios would be interested in making films for the government program on the amounts the government could afford to pay.

The press conference was called to discuss further a statement made yesterday jointly by Streibert and President Eisenhower, outlining the future content of the information program. That statement said that future efforts of the agency would be more factual than previously and would avoid "propagandistic overtones."

Chicago Uptown May Take N.D. Telecasts

CHICAGO, Oct. 29.—In an interview here today Dave Wallerstein, vice-president of Balaban & Katz, intimated that the Uptown Theatre may join the Marbro in televising the future Notre Dame football games as a result of the success with last week's games at the Marbro, where only 77 of the Theatre's 3,900 seats remained unsold.

This represented a tremendous increase over the attendance for the first game and is an encouraging sign for the future of theatre television indicating that the public is willing to pay for televised sportcasts.

The Essaness Crown also experienced a tremendous increase in attendance over the first football telecast of the season. Also, advance sale for this Saturday is well ahead of last week.

Tors Joins SIMPP

HOLLYWOOD, Oct. 29. — Ivan Tors Productions, Inc. has joined the Society of Independent Motion Picture Producers.



FILMED IN VIVID **PATHE COLOR!**

WAR PAINT

AUBREY SCHENCK presents **WAR PAINT** in PATHE COLOR · starring ROBERT STACK · JOAN TAYLOR · CHARLES McGRAW with PETER GRAVES

A K-B PRODUCTION · Produced by HOWARD W. KOCH · Screenplay by RICHARD ALAN SIMMONS and MARTIN BERKELEY · Directed by LESLEY SELANDER

"Thoroughly satisfying!"
– M. P. DAILY

"Excitement and action a-plenty!"
– SHOWMEN'S T. R.

"Should give okay account of itself!"
– VARIETY

"The action fan will get his 'kicks'!"
– M. P. HERALD

"Hard-hitting, suspenseful!"
– DAILY VARIETY

"Holds attention constantly!"
– FILM DAILY

"Solid grosser!"
– HOLLYWOOD REPORTER

Another **BIG ONE** thru... **UA**

TESMA-TOA Trade Show Directory

EXHIBITS of the Tesma-TOA Trade Show and Program of concurrent conventions of the Theatre Equipment and Supply Manufacturers Association, and Theatre Equipment Dealers Association, at the Conrad Hilton Hotel in Chicago, October 31 to November 5.

Tesma-Teda Convention Program:

With the Theatre Owners of America meeting in national convention November 1-5, Tesma is joined this year by that exhibitor organization in sponsorship of the theatre equipment and supply manufacturers' exhibits, which will be conducted throughout that period in the exhibition hall of the Conrad Hilton Hotel. The following program, however, refers only to the concurrent conventions of the Theatre Equipment and Supply Manufacturers Association, and the Theatre Equipment Dealers Association.

SATURDAY (Oct. 31):
Setting up of exhibits; Tesma and Teda registration begins at 12 noon.

SUNDAY:
9:30 a. m.—Tesma board meeting, Room 4.
Exhibits open at 12 noon. Close at 6 p. m.
3 p. m.—Teda board meeting, Room 4.

MONDAY:
Exhibits open at 10 a. m. Close at 10 p. m.
10 a. m.—Special convention performance of Cinerama at Palace theatre.

TUESDAY:
9:30 a. m.—Tesma breakfast and business meeting (members only) in West Ballroom.
9:30 a. m.—Teda breakfast and business meeting (members only) in North Assembly Room.
Exhibits open at 12 noon. Close at 5 p. m.
8 p. m.—Teda-Tesma Jamboree in Main Ballroom.

WEDNESDAY:
Exhibits open at 10 a. m. Intermission at 2 p. m.
2 p. m.—Tesma-TOA Forum on theatre equipment and new technical processes, with panel of experts to answer questions from delegates.
Exhibits reopen at 4 p. m. Close at 6 p. m.

THURSDAY:
Exhibits open at 10 a. m. Trade Show ends at 4 p. m.

•

The TOA banquet will be held in the Main Ballroom Thursday evening. On Friday morning a meeting of the Tesma board is scheduled at 9:30 a. m. in Room 9.

Exhibit Directory:

Companies with displays listed alphabetically with booth numbers referring to plan on next page.

Adler Silhouette Letter Co., Los Angeles... 44–45
Altec Lansing Corp., Beverly Hills, Calif.... 77
American Chicle Co., Long Island City, N. Y. 117
American Seating Co., Grand Rapids, Mich. 48–49
Apco, Inc., New York, N. Y..... 81–82
C. S. Ashcraft Mfg. Co. Inc., Long Island City, N. Y. 99
Automatic Devices Co., Allentown, Pa..... 57
The Ballantyne Co., Omaha..... 54–55
Bausch & Lomb Optical Co., Rochester, N. Y. 59
A. L. Bazzini Co. Inc., New York 138
Brock Candy Company, Chattanooga 122
Century Projector Corp., New York..... 109
Cinesnax Corporation, San Francisco..... 5
Coca-Cola Company 63-64-65-67-68-69
Cole Products Corp., Chicago..... 30
Continental Electric Co., Geneva, Ill..... 10
Cretors Corp., Chicago 37–38
Dad's Root Beer Co., Chicago..... 134
Dairy Service Co., Menomonee Falls, Wis... 105
Da-Lite Screen Co., Chicago..... 50
Dawo Corp., Toledo 93
DeVry Corp., Chicago 31
Diecast Aluminum Speakers, Inc., St. Louis.. 141
Drive-In Theatre Mfg. Co., Kansas City, Mo. 86–87
Electric-Aire Engr. Corp., Chicago..... 23
Eprad Co., Toledo 108
Everfrost Sales, Inc., Gardena, Calif..... 135
F & F Laboratories, Inc., Chicago..... 28
First-American Products, Inc., Kansas City . 51
Globe Ticket Co., Philadelphia 124
Goldberg Bros., Denver 58

[CONTINUED ON PAGE 12]



J. ROBERT HOFF
President of Tesma



LEE JONES
Vice-President of Tesma



ROY BOOMER
Secretary of Tesma



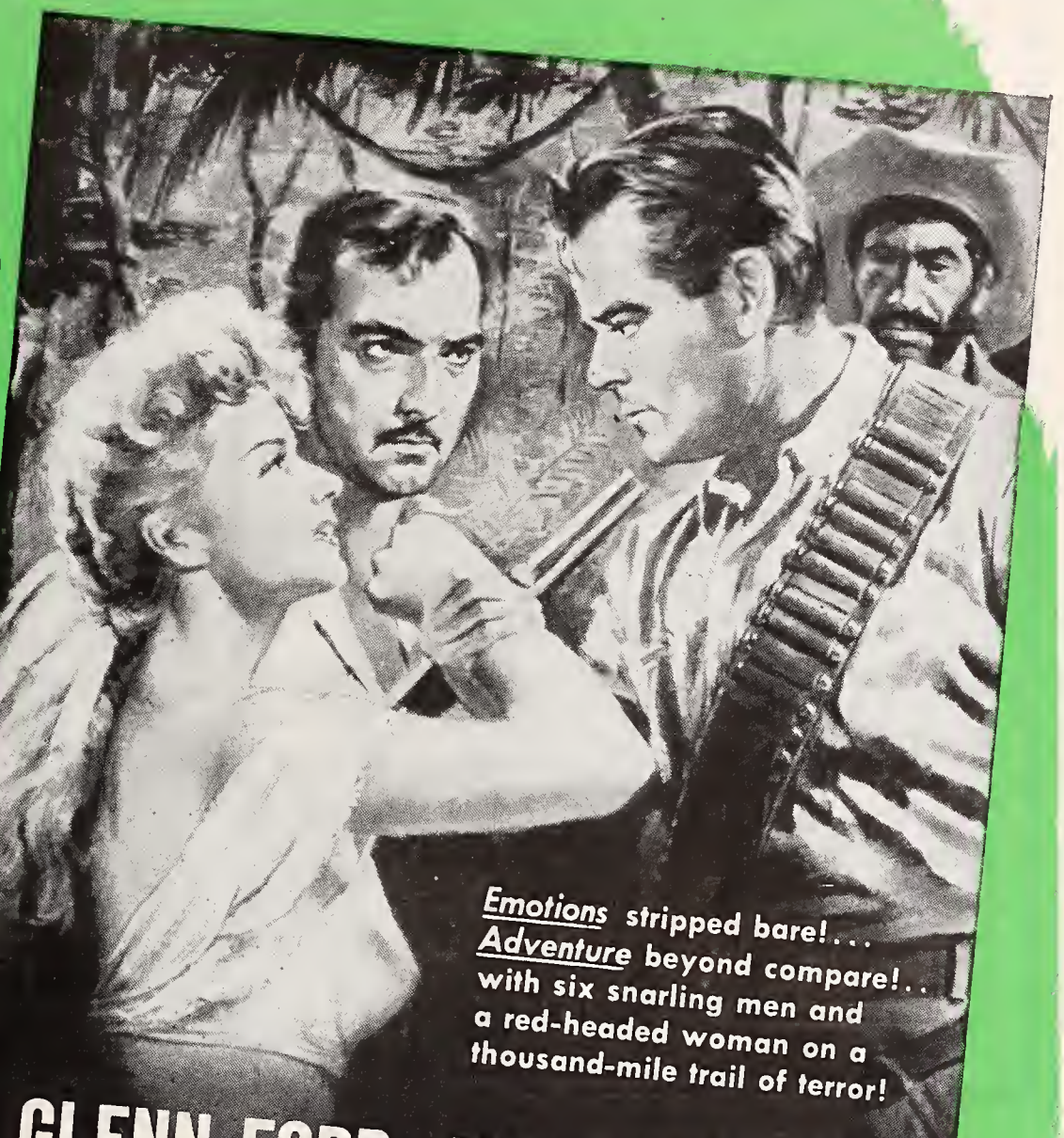
RAY COLVIN
Executive-Director of Teda



DAVID WALLERSTEIN
TOA Convention Chairman

You've got a date with BIG crowds!





Emotions stripped bare!...
Adventure beyond compare!..
with six snarling men and
a red-headed woman on a
thousand-mile trail of terror!

GLENN FORD · ANN SHERIDAN
in
Appointment in Honduras

co-starring
ZACHARY SCOTT

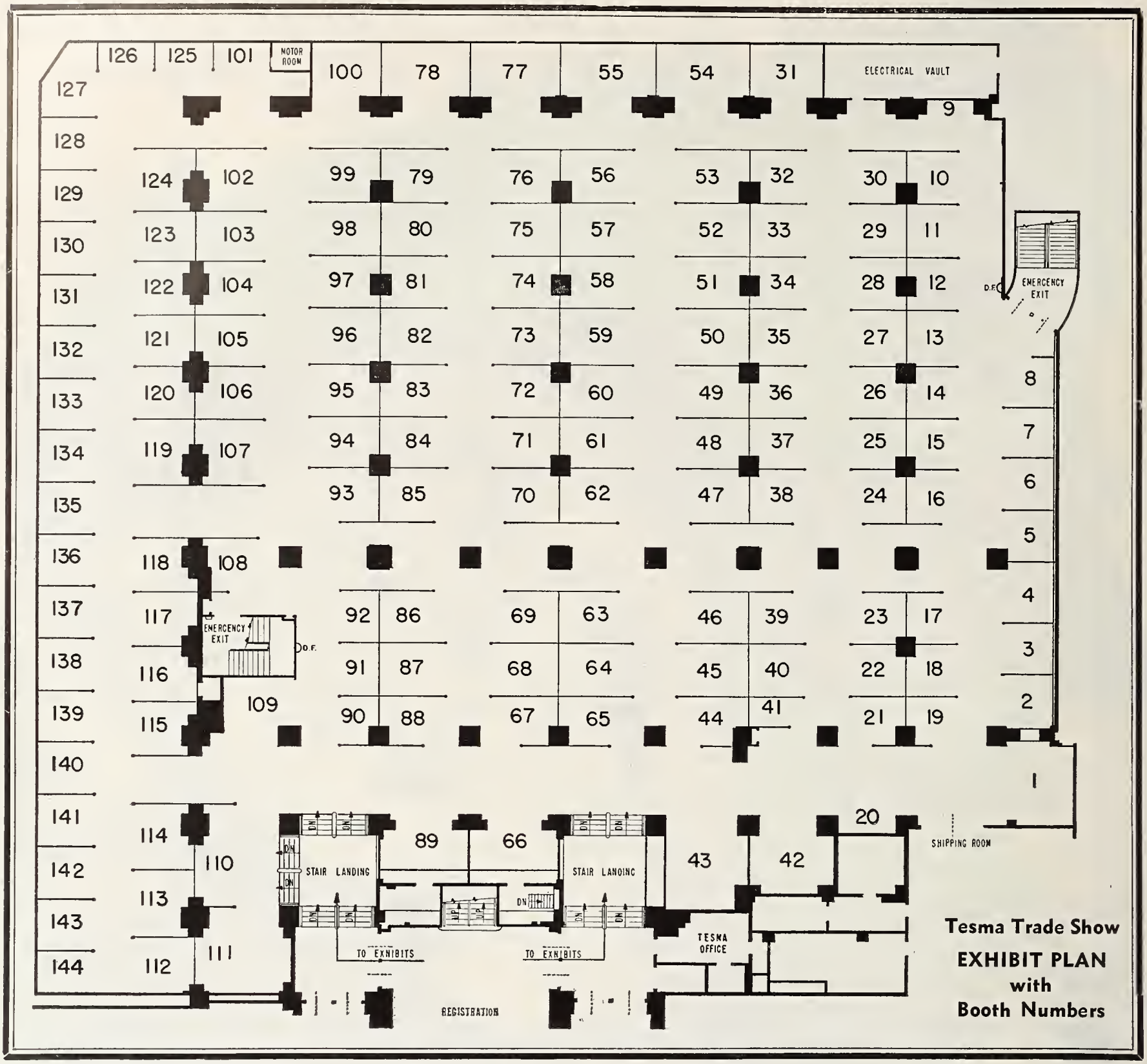
Print by TECHNICOLOR

with RODOLFO ACOSTO • Produced by BENEDICT BOGEAUS
Directed by JACQUES TOURNEUR • Screenplay by KAREN DeWOLF



FILMED FOR BOTH
CONVENTIONAL AND
WIDE SCREEN.

Distributed by
RKO
RADIO
PICTURES



Tesma Trade Show

EXHIBIT PLAN with Booth Numbers

[CONTINUED FROM PAGE 10]

Gold Medal Products Co., Cincinnati..... 96
Golde Mfg. Co., Chicago..... 40
Gordos Corporation, Newark, N. J..... 56
Henry Heide, Inc., New York..... 119
Hershey Chocolate Corp., Hershey, Pa..... 120
Hewitt-Robins Inc., Buffalo 16
Heywood-Wakefield Co., Menominee, Mich. 24–25
Charles E. Hires Co., Philadelphia..... 7
Hollywood Brands, Inc., Centralia, Ill..... 114
Hollywood Servemaster Co., Kansas City, Mo. 47
Hal I. Huff Mfg. Co., Los Angeles....(share) 47
Ideal Seating Co., Grand Rapids, Mich.... 100
Imperial Electric Co., Akron..... 104
Irwin Seating Co., Grand Rapids, Mich.... 73
A. & M. Karagheusian, Inc., New York..... 26
Knoxville Scenic Studios, Inc., Knoxville, Tenn. 8
Kollmorgen Optical Corp., New York..... 95
Krazy House Popkorn Co., Rock Island, Ill... 132
Krispy Kist Korn Machine Co., Chicago.... 131
Kroehler Mfg. Co., Chicago..... 85
La Vezzi Machine Works, Chicago..... 78
Leaf Brands, Inc., Chicago..... 72
Lorraine Carbons, Inc., Boonton..... 20
Majestic Enterprises, Ltd., Los Angeles. ... 102
Manley, Inc., Kansas City, Mo.....115–116
Mars, Inc., Chicago..... 29
Mason, Au & Magenheimer, Mineola, N. Y.. 103
Miracle Whirl Sales Co., Grinnell, Ia.....112–113 143–144
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Leo Morrison, special representative for Mr. Futter, will be at the Conrad Hilton Hotel during the Convention, to answer your questions.

Polaroid Will Build Four New Plants; Waltham First

BOSTON, Oct. 29.—Ground soon will be broken in Waltham for the first of four buildings that eventually will house most of Polaroid's operations. A contract had been let for a one-story windowless structure which will be used for the processing of the firm's photographic paper for use in the self-developing Land camera. The building program also calls for construction of a five-story film assembly unit and two three-story buildings for the firm's optical, research and administration operations.

Reshaping Mexican Film Censorship

MEXICO CITY, Oct. 29.—Revision of film censorship rules and curbing the increasing inclination toward rigidness was indicated by Alfonso Cortina, the new chairman of the National Cinematographic Board, during an interview with top producers who asserted that very strict censorship harms more than benefits the film industry.

Cortina reiterated his desire to cooperate with all picture people. He said he favored the producers' suggestion that instead of censorship going more toward one person's personal opinion, reviewing all pictures for exhibition fitness should be decided by a council composed of the board's chief, a producer, distributor, exhibitor and a representative of the Mexican League of Decency, counterpart of the U. S. Legion of Decency. The producers also want a director to be a council member, contending that he who has such a large part in making pictures should have a say about their exhibition desirability.

Four 'B,' 10 'A' Films In New Legion List

Four films have been placed in Class B in the current listing of the National Legion of Decency, while 10 have been given an "A" rating. In Class B are "Appointment in Honduras," "His Last 12 Hours," "The Overcoat' 'and "Walking My Baby Back Home."

Placed in Class A, Section 2, are "All the Brothers Were Valiant," "Donovan's Brain," "Little Fugitive," "Miss Robinson Crusoe." "Private Eyes" and "La Vendetta di Una Pazza." The four pictures in Class A, Section 1, are "The Fake," "Murder on Monday," "Royal African Rifles" and "Sea of Lost Ships."

Glowmeter Trains 5 As Consultants

Five factory experts of the Glowmeter Corp. have completed a course of training at the North Tonawanda, N. Y., plant of the company and now are available to consult with exhibitors on screen problems, according to William B. Russell, vice-president in charge of sales for the company, manufacturers of the Magniglow Astrolite fabric which is assembled into screens for theatres and sold by Radiant Manufacturing Corp. of Chicago.

I. H. Read, veteran Glowmeter technician, has been named manager of the company's service department.

In the THEATRE Equipment World . . .

. . . *with RAY GALLO*

THE 144 booths of the TESMA-TOA Trade Show present the largest array of theatre and refreshment equipment and supplies ever displayed at any trade show of this industry. We also hear that Liz Wagner has lined up a swell ladies' program. The program also lists interesting entertainment for everybody. Be sure you make your TEDA-TESMA Jamboree reservations before all tables are sold out.

•

Quite a few theatre owners, managers and projectionists around the country got the impression, according to reports of the past several weeks, that they could not go into the trade show to see the exhibits without paying a fee. Theatre people do not have to pay a charge of any kind to attend the trade show, and as TESMA announcements have repeatedly pointed out, anyone connected with the theatre business is warmly invited to see the exhibits, whether they are members of an exhibitor organization or not.

•

On page 12 of this issue there appears the floor directory for the TESMA-TOA Trade Show, with a list of exhibiting firms and their booth numbers. For the benefit of those who are not familiar with some of the newer exhibits, we name them here: American Chicle Co., Ampex Corp., Apco, Bazzini Co., Brock Candy Co., Cinesnax Corp., Cole Products, Dad's Root Beer, Dairy Service, F. & F. Laboratories, First American Corp., Gold Medal Products, Henry Heide, Hershey, Charles Hires Co., Hollywood Brands, Hollywood Servmaster, Krazy House Popcorn, Leaf Brands, Mars, Inc., Mason Mints, Hubert Mitchell Industries, New England Confectionery Co., Nestle Co., Orange-Crush, Pepsi-Cola, Peter Paul, Pola-Lite Co., Polaroid Corp., Projection Optics, Pullman Vacuum Cleaner, Quaker City Chocolates, Radiant Screen, Reese Candy, Rennie Nut Co., Rex Specialty, Rowe, Spacarb, Stereocolor, Supurdisplay, Tootsie Roll, Switzer's Licorice, Telephone Answering Corp., and the Society of Motion Picture & Television Engineers.

•

Bob Hoff, head of TESMA, has asked me to remind the theatre seat manufacturers that a special meeting will take place in his hotel suite. Time and room number will be posted at the registration desk. All are invited to attend this important session.

•

Tom Shearer and Ray Colvin, two of the main pin-wheels of EDA, want all dealers to be sure to attend the breakfast meeting Tuesday in the North Assembly Room.

Johnston Will Make Pioneers' Dinner

Eric A. Johnston, president of the Motion Picture Association of America, who is chairman of the Motion Picture Pioneers' 15th annual dinner, to be held at the Astor Hotel here on Nov. 12, has cabled Jack Cohn, president of the Pioneers, that he expects to complete his Eisenhower mission in the Near East in time to handle the salute to Barney Balaban, Paramount president, who has been hailed the "Pioneer of the Year."

Canada Drive-ins Up 1,500% in 5 Years

OTTAWA, Oct. 29.—Over the past five years, the number of drive-in theatres in Canada has increased by more than 15 times, from seven in 1947 to a total of 104 in 1952, it is reported by the Canadian Government.

Canada Society Elects

TORONTO, Oct. 29. — Incorporated in 1927 to deal with problems in connection with the public use of music by theatres, fall fairs, hotels, broadcasters and orchestras, the Musical Protective Society of Canada has named its officers for the coming year as follows: President, S. G. Simpson; vice-president, Arch H. Jolley, and secretary-treasurer, D. W. M. Cooper, of Toronto.

Speaker List Set by Florida Exhibitors

JACKSONVILLE, Oct. 29. — Members of the Motion Picture Exhibitors of Florida will be addressed by a representative group of industry executives at their annual convention on Nov. 15-17. Bill P. Cumbaa is president.

Principal speakers will include Dr. William H. Alexander, Oklahoma City; Herman Levy, TOA counsel: Dick Pitts, TOA director of public relations; LaMar Sarra, Jacksonville attorney, and Nat Williams, Thomasville, Ga., exhibitor.

Committee chairmen are: Horace Denning, Atlantic Drive-In, over-all chairman; Howard Pettengill, Florida State Theatres, publicity; Danny Deaver, Normandy Twin Outdoor, talent; Bob Anderson, Main Street Drive-In, program; Arvin Rothschild, National Theatre Enterprises, finance; Bill Beck, Five Points, prizes; and Mrs. Betty Loop, Atlantic Drive-In, registrations.

Chairmen of the daily sessions of the convention will be: Guy A. Kenimer, general manager, Florida State Theatres, Jacksonville; Bolivar Hyde, executive, Talgar Theatres, Lakeland, and Bob Daugherty, general manager of Carl Floyd Theatres, Haines City.

Canada Calls 3 'Adult'

TORONTO, Oct. 29.—Three pictures have been classified "Adult" entertainment by the Ontario Board of Moving Picture Censors, as follows: "I, the Jury," "From Here to Eternity" and "Moment of Truth."

'Film Festival' Plan In Capital House

WASHINGTON, Oct. 29.—A Film Festival, produced as a tribute to American motion picture companies, will open at the Georgetown Theatre here during the week of Nov. 10. At that time, Paramount Pictures will be the company honored, and the film to be shown will be "The Great McGinty," together with the Paramount short subject, "The Case of the Cock-Eyed Canary."

Al Sherman, manager of the Georgetown, stated that if the festival plan is successful, the initial program will be followed by further tributes to other film companies.

Key City Distribution Signed by Filmakers

CHICAGO, Oct. 29.—Five local distributors in key areas have been signed by Filmakers Releasing Organization for the handling of its forthcoming product, which formerly was released through the major distributors. The local distributors signed are: Bert Stearn, Pittsburgh; J. Francis White, Jr., Charlotte; Jack Engel, Philadelphia; Tom Bailey, Denver, and Al Dezel, Detroit and Chicago.

Production Unit Formed

HOLLYWOOD, Oct. 29.—Joseph Kaufman, Robert Newton, Byron Haskin and Martin Rackin have formed Treasure Island Productions, to produce independently "Long John Silver" and other features based on characters in "Treasure Island."

Wagner Hears About Sales Tax on Films

The efforts of New York City to collect the three per cent sales tax on Hollywood-made pictures that are processed here have resulted in tax liens which tend to drive industry away from the city, Robert Wagner, mayoralty candidate, was told at a luncheon given for him yesterday by the locals of the IATSE. Wagner promised to consider the problem if elected.

Speakers at the luncheon were Thomas Murtha, business agent of Local No. 4 of Brooklyn, and John C. McDowell, secretary of Local No. 1 of Manhattan.

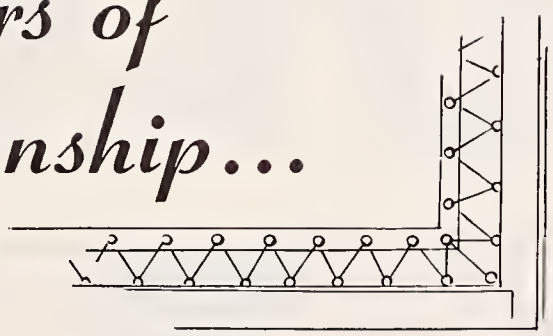
Wagner Due Here for Promotional Chore

Twentieth Century-Fox star Robert Wagner, first Hollywood actor to appear in two CinemaScope productions, will arrive in New York Nov. 7 for a round of promotional activity in conjunction with the premieres here later this year of both pictures, "Beneath the 12-Mile Reef" and "Prince Valiant."

Enroute here from the Coast, Wagner will make two major stops in the Midwest. On Nov. 5, he will be guest of honor at the Theatre Owners of America convention in Chicago, while on the following day he will make a personal appearance in Detroit.

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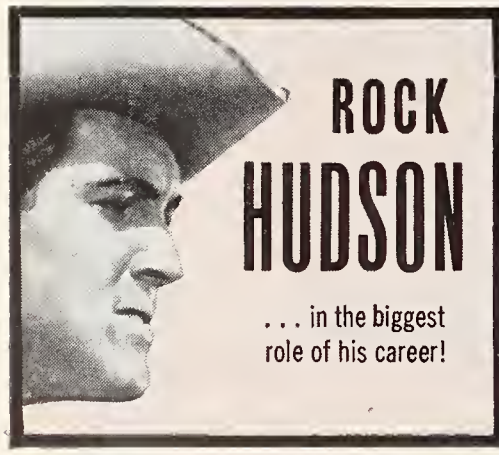
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CAREY
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HAYNES
. . . Gary Cooper's "Paradise" girl in a new role!

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MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 74. NO. 86 NEW YORK, U. S. A., MONDAY, NOVEMBER 2, 1953 TEN CENTS

TOA Unit Advises Against Equipment Standardizing

Tradewise...

By SHERWIN KANE

TRADE idealists who advocate a single national exhibitor organization may draw encouragement from the current apparent kindred interests of Allied States and Theatre Owners of America, as exemplified by the discussion topics on which their respective annual national conventions place the greatest emphasis.

•

For the first time in the years that this observer can recall, Allied's recent Boston convention was more concerned with technical developments in the industry than with trade practices, which is not to say that the latter were ignored. On the contrary, they ran a very close second, if one may take the liberty of including product supply in the broad category of trade practices, along with sales policies and terms.

In the case of TOA, trade practices rarely have been dominant convention topics, frequently to the disappointment, the record shows, of the smaller exhibitors in TOA ranks.

It would appear that the old order is about to be changed with TOA's convention in Chicago this week.

•

Product supplies and the cost of film are destined to take a place in this convention, perhaps for the first time in TOA history, commensurate with the position they have traditionally occupied in Allied conventions.

As at the Allied convention, the new techniques doubtlessly will dominate the TOA forums. But film—where it's coming from and what it will cost—will inspire a goodly amount of convention fire and oratory, too.

Many an argument, or plea, for exhibitor unity (consolidation?) has been based on far less tangible grounds than the unanimity of

(*Continued on page 2*)

MPAA Renews Its Support of Compo Work

By MURRAY HOROWITZ

Continued support of the activities of the Council of Motion Picture Organizations was taken at a meeting of the Motion Picture Association of America here on Friday.

¶ The special MPAA board of directors meeting anticipated that less would be needed to

(*Continued on page 3*)

Twelve Features in English Now Ready At IFE: Jacon

The Italian Film Export Releasing Corp. is ready to step into the breach of a "possible shortage of Hollywood product" with an English-language line-up of 12 features, ready for immediate booking, Bernard Jacon, vice-president in charge of sales, disclosed here at the weekend.

In addition, Jacon stated, IFE has a

(*Continued on page 3*)

Research Committee Assures Convention Best System Will Emerge from Variety Of Innovations Now Being Explored

By AL STEEN

CHICAGO, Nov. 1.—The research committee of the Theatre Owners of America takes a stand against standardization of new techniques at this time.

In a report prepared for TOA's national convention in session at the Conrad Hilton Hotel here, Myron Blank, chairman of the research committee, states: "It is our belief that if each company takes a different route better developments will come forth for our use and in the long run the best system will predominate."



Myron Blank

The report continues: "Many new developments not yet in use are being discussed and I feel sure that these new developments will bring to exhibitors techniques that will surpass any other method of reproducing visual and audio entertainment conceivable to man."

¶ The TOA research committee, noting that fellow-member S. H. Fabian had acquired control of Cinerama, said it is planned to broaden the use of this medium.

"It is our hope and belief that this

(*Continued on page 6*)

RKO Theatres Net For 9 Months Up Over Last Year

Consolidated net profit of RKO Theatres and subsidiaries for the first nine months of 1953 was $788,331, after taxes and all charges, including a profit of $19,480 on the sale of capital assets before taxes, it was revealed here at the weekend by the company. This compares with a consolidated net for the same period last year of $623,411, after taxes and all charges, including a loss of $157,121 on the sale of capital assets.

Net profit for the third quarter of this year was $370,728 after all charges and taxes. This compares

(*Continued on page 3*)

"Motion Picture Daily" Will Not Be Published Tomorrow—N. Y. Election Day

Tomorrow being Election Day in New York and, in consequence, a printers' holiday, "Motion Picture Daily" will not be published.

Any resultant inconvenience to readers occasioned by the omission of tomorrow's issue is genuinely regretted, particularly to the hundreds of delegates at the Theatre Owners of America annual convention in Chicago, and the Theatre Equipment Manufacturers Association and Theatre Equipment Dealers Association trade show there, to whom today's issue and subsequent issues are being specially dispatched.

Full coverage of the intervening convention sessions will appear in Wednesday's issue of "Motion Picture Daily."

Drive-in Group Lists New Media Problems

CHICAGO, Nov. 1.—The advent of 3-D, wide-screen and stereophonic sound has added new problems and uncertainties for drive-in theatres, Jack Braunagel, chairman of the TOA's drive-in committee, reported to the executive committee.

Commenting on the reports that after two 3-D pictures are shown in a drive-in, business drops below nor-

(*Continued on page 6*)

the big motion picture BOTANY BAY from Paramount

Personal Mention

B. G. KRANZE, United Artists general sales manager, will leave New York by plane Wednesday for Chicago.

•

LEON J. BAMBERGER, RKO Radio sales promotion manager, on Nov. 10 will deliver an address at the annual convention banquet of the Quebec Allied Theatrical Industries in Montreal.

•

EDWIN W. AARON, 20th Century-Fox Western sales manager, became a grandfather when his daughter, MRS. HERBERT NUSSBAUM, gave birth to a daughter last week in Santa Monica.

•

E. R. ZORGNIOTTI, president of Italian Films Export, U.S.A., and executive vice-president of I. F. E. Releasing Corp., arrived in New York yesterday from Rome.

•

RENZO RUFINI, general manager of Italian Films Export's SPA Rome office, will arrive here from Italy today aboard the "Andrea Doria."

•

HERB STEINBERG, Paramount Pictures publicity director, will return to New York early this week from Hollywood.

•

GEORGE PAL, Paramount Pictures producer, and BYRON HASKIN, director, left here at the weekend for the Coast.

•

FRANK VENNETT, manager of the Paramount Theatre in Rutland, Vt., is in the hospital there for the amputation of his left leg.

•

AL LICHTMAN and W. C. GEHRING will accompany 20th Century-Fox president, SPYROS SKOURAS, to the TOA convention in Chicago this week.

Coast League Honors Krueger, 'Sabre Jet'

HOLLYWOOD, Nov. 1.—A special award by the Motion Picture Council of the Assistance League has been presented to Carl Krueger for his production of "Sabre Jet," a drama concerning American jet plane aces. The citation and scroll were presented to Krueger at a Los Angeles luncheon in his honor.

The Assistance League, through its affiliation with the nation's leading women's clubs, will recommend the film to motion picture patrons throughout the country.

Ann Miller at Premiere

HARTFORD, Nov. 1.—Ann Miller will be among personalities attending Tuesday's world premiere of MGM's "All the Brothers Were Valiant," at New Bedford, Mass. Motion picture critics from key regional newspapers, as well as numerous trade figures, are expected to participate in the day's activities.

Chesapeake Files Trust Suit vs. NSS

An anti-trust suit against National Screen Service was filed by Chesapeake Industries in Federal District Court here on Friday.

Chesapeake Industries, as the owner of the now-dissolved Producers Releasing Corp., Eagle Lion Films and Eagle Lion Classics, charged NSS with monopolistic practices and sought triple damages of an unspecified amount for the years from 1944 to 1951. The suit also claimed that NSS charged higher rates for trailers and accessories to the now-dissolved Chesapeake Industries firms than was charged to competitive organizations. Claims for damages for PRC extended from 1944 to 1947, according to the suit, for Eagle Lion Films, from 1945 to 1950, and Eagle Lion Classics, from 1950 to 1951.

Anti-Trust Suit Pending

Chesapeake Industries currently has pending a $15,000,000 anti-trust suit against Loew's and RKO Theatres in New York Federal District Court, charging the defendants with denying ELC access to the New York market because of an alleged product split by Loew's and RKO Theatres.

An official of the National Screen Service, when asked for comment on the suit, said he had not seen the complaint as yet and therefore could not comment.

More Interrogatories Sealed in 16mm Suit

HOLLYWOOD, Nov. 1. — RKO Radio Pictures, Inc., Columbia Pictures Corp. and Screen Gems, Inc., following the example set Wednesday by three other defendants in the Government's 16mm suit, obtained a court order from Federal Judge Ben Harrison that interrogatories required by the Government in the case be sealed to prevent harmful dissemination of private trade information. Government counsel James M. McGrath did not oppose the sealing order, and said it will make no difference in the case.

The six remaining defendants may seek a similar sealing order Monday, which is the deadline for returning the interrogatories.

German-Made Picture Acquired by Poe

"The Sinner," German-made production starring Hildegarde Neff and directed by Willi Forst, has been acquired by Producers Representatives here. The picture will have its North American premiere at the Hyland Theatre, Toronto, on Nov. 16. The picture ultimately will play over the entire Odeon circuit, of which the Hyland is a part, according to Seymour Poe of Producers Representatives. Astral Films, Ltd., will handle distribution.

"The Sinner" has been dubbed in English dialogue and narration but will not be released as strictly an "art" picture, Poe said. United Artists will distribute the picture in Latin America.

$6,000,000 'Robe' Gross in 6 Weeks

"Establishing itself as the biggest hit in film history," 20th Century-Fox stated at the weekend that "The Robe," first CinemaScope production, has passed the $6,000,000 gross mark, "playing to record crowds" in 55 first engagements across the country and in Canada. "This figure, which does not include taxes, is the highest accumulation of film earnings for a six weeks release period," it was said.

The company reported that the picture has shattered previous all-time records in every key theatre in which it has opened.

AA Managers Drive Now in Progress

The 30 domestic branches of Allied Artists on Saturday inaugurated the company's "Branch Managers National Championship Drive," a campaign which in each exchange area will bear the name of the manager of that branch. Morey R. Goldstein, AA vice-president and general manager, in outlining the purposes and procedure of the drive, stated that "Jack Slade," the Lindsley Parsons-John H. Burrows production starring Mark Stevens, will be the kickoff picture.

The company's 30 domestic branch offices have been divided into three groups, the winning manager in each group to receive a prize of $1,500 and his salesmen and bookers to receive a bonus of two weeks' salary. Cash prizes for runners-up will also be awarded. The drive will close Jan. 29, 1954.

Karl Macdonald Heads Warner Club

At the annual meeting of the board of governors of the Warner Club, Inc., Karl G. Macdonald, vice-president of Warner International, was elected national president of the organization, it was announced at the weekend.

Other officers elected are: Tom O'Sullivan, vice-president; Larry Leshansky, vice-president in charge of membership; Ruth Weisberg, vice-president in charge of welfare; Donald Cherry, vice-president in charge of claims; Harry Mayer, vice-president in charge of social activities; Barry O'Connor, treasurer; Elsie Torbach, assistant treasurer, and Max Greenberg, secretary.

'Vera Cruz' May Be CinemaScope Film

HOLLYWOOD, Nov. 1.—"Vera Cruz," the Gary Cooper-Burt Lancaster $3,000,000 feature, will be done in CinemaScope if negotiations now in progress between Harold Hecht, independent producer, and Al Lichtman, vice-president of 20th Century-Fox, materialize. If done in CinemaScope, the film would be the first top-budget Western to be so produced.

Tradewise . . .

(*Continued from page* 1)

interests which characterize the conventions of the two national exhibitor organizations this year.

• •

MANY in this litigation-plagued industry understandably enough look upon certain types of court actions with the fishiest of eyes. There will be comfort for such in the knowledge that some courts share their misgivings, and say so.

The following remarks by Federal Judge Ben Harrison of U. S. District court, Los Angeles, are taken from the reporter's transcript of proceedings in an Oct. 19 hearing on the Eli B. Catleman, et al, case seeking the appointment of a receiver for RKO Pictures, and require no comment.

"I have recognized and I have stated before that the whole group of you [plaintiffs' attorneys] are interested only in lawyers' fees and that is all you are interested in . . . but if any attorney fees are fixed in this court they are going to be mighty small. . . . You will wish that you had never hit this court . . . because I feel this case is primarily a lawyers' case all the way through. You are more interested in attorney fees than you are in the stockholders."

•

And more from the same court:

"I pity the [RKO] stockholders if there is any recovery [in this action]. I wish I had the fixing of the [lawyers'] fees. If I did, I know no one would want to try the case in my court because I would certainly see that the stockholders got whatever recovery there is. But I wouldn't have very much to go on. There is nothing here to indicate that the [RKO] stockholders are worrying a great deal. Not nearly as much as the lawyers.

". . . I am disgusted with the whole thing because I don't feel that the parties care one bit about the clients who are involved in this action. I think they are only interested in hitting the jackpot for themselves."

•

If there were more jurists on the Federal bench as perceptive and forthright as Judge Harrison, it is quite possible that a very large number of the suits pending against this industry would never have been filed.

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MPAA-Compo

(*Continued from page* 1)

finance COMPO next year and thereby the contributions of distribution and exhibition will be less, according to Al Lichtman, distribution's representative on the governing COMPO triumvirate.

Exhibition, which paid dues ranging from $10 to $100 according to seating capacity, next year will pay approximately 75 per cent of that amount, scaled according to the number of seats, Lichtman said. Accordingly, he went on, distribution's contribution will be approximately 25 per cent less.

Ratification by the MPAA of its participation in COMPO leaves only the Theatre Owners of America as a major organization yet to formally approve participation in COMPO. TOA's ratification is due this week at its convention in Chicago. Allied has already voted its okay.

Following TOA's projected approval this week, COMPO is expected to launch the second round of its campaign to repeal the 20 per cent Federal admission tax. The dues collection drive also is due to be opened following action by TOA.

A reduction of next year's COMPO budget was explained by many factors, including the existence of a sum of money in the treasury left over from the current year. It was also pointed out that expenditures allotted to spade-work activity in behalf of the tax campaign last year will probably be less this year.



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Reviews

"Escape From Fort Bravo"

(Metro-Goldwyn-Mayer)

THE scenic background of Death Valley National Park provides a magnificent locale for this action-filled romantic, outdoor drama, in Ansco color. It has all the tried and successful ingredients in ample quantity and calibre to delight the action fans and should please all who like their fanfare actively paced.

The interesting story finds a group of Rebel prisoners during the Civil War, held at Fort Bravo in Arizona Territory, a vast waste of desert, where escape without horse or weapons is well-nigh suicide, the further deterrent being that if thirst, hunger or heat do not get the escaping prisoner, the marauding Indians will take care of him, in their own grim fashion.

As produced by Nicholas Nayfack and directed with skillful handling of his material and personnel by John Sturges, the film concentrates to a large extent on action and the personal animosity of the prisoners for the Union captain, hard-bitten and unsmiling. The romantic phases of the production are not permitted to take too prominent a part in the proceedings.

In the screenplay prepared by Frank Fenton, from a story by Phillip Rock and Michael Pate a group of Rebel prisoners, headed by John Forsythe and including William Demarest, John Lupton and William Campbell, plans an escape, despite the fact that an earlier attempt by Lupton alone ends in his return to the fort at the end of a rope held by Holden on horseback. When his troopers on patrol aid a stagecoach and its passenger, Eleanor Parker, she proves to be a friend of the colonel's daughter, and the fiancee of Forsythe, whose escape she intends to implement. When Holden and she fall in love, it complicates matters, but she, nevertheless, arranges the escape and goes with the men. Holden, in pursuit, captures them, and they are attacked by Indians. Pinned down, they hold out for a time, the Rebels, armed, and aiding the defense, until at the last moment, when Holden seeks to save the survivors by sacrificing himself, help comes via Lupton, who, a coward, before, has made good a race to the fort, foregoing ready escape.

Strong, meaty material for good marquee attraction, the picture is of the stuff to make box-offices healthy. Others in the cast are Richard Anderson, Polly Bergen and Carl Benton Reid.

Running time, 98 minutes. General audience classification. Release Dec. 4.

"The Fake"

(Pax-United Artists)

A MODERATELY EXCITING British film, starring American players Dennis O'Keefe and Coleen Gray, is offered in this film, which tells the story of the hi-jacking of a Leonardo masterpiece from London's famous Tate Gallery. The film has the additional virtue of authentic locals.

O'Keefe stars as an American jack-of-all-trades assigned by a rich American to guard his art treasures, which are being sent to London for a special showing at Tate's. One attempt to steal the Leonardo at the London dockside fails, leading to a general air of anticipation of further skullduggery when the show opens.

On hand tor this gala—besides various suspicious Tate officials and the public—are Miss Gray, a worker at the gallery; John Laurie, her father and a frustrated, unsuccessful painter; Hugh Williams, a suave British gentleman and famous amateur collector, and Guy Middleton, a Scotland Yard sleuth with a sense of humor. The latter and O'Keefe join forces to protect the paintings from the hi-jackers, who have a way of making off with famous paintings and leaving in their stead copies so accurate that sometimes they go undetected for months.

The Leonardo is finally swiped and when Miss Gray's father is murdered, O'Keefe uncovers a chain of clues leading to the famous private collector, Williams, who steals not for money but only for the fanatic joy of contemplating the masters in the quiet of his own study. Miss Grav's old father had been hired to make the remarkable copies.

As revealed in Patrick Kirwan's screenplay, these events do not seem very surprising, but as directed by Godfrey Grayson, they move at a pleasant pace. Creditable performances are turned in by all concerned, especially Laurie as the unfortunate painter. Steven Pallos produced from an original story by James Daplyn. It is a Pax Films presentation released by United Artists. Others in the cast are Eliot Makeham, Gerald Case, Seymour Green, Stanley van Beers and Dora Bryan.

Running time, 80 minutes. General audience classification.

Radio, 'D.J.' Contest For M-G-M's 'Kate'

M-G-M will conduct for "Kiss Me Kate" a contest for disk jockeys and radio station managers similar to that held for "Band Wagon."

A special manual has been prepared by Donahue & Coe, advertising agency handling the campaign, for disc jockeys and managers to follow in an effort to win a list of prizes. All disc jockeys and station managers are being provided with an album incorporating all of the hit tunes of the picture which they are to play over the station at selected periods designated by Donahue & Coe. There will be national prizes and city prizes.

Koteen, Burt Form Capital Law Firm

WASHINGTON, Nov. 1.—Bernard A. Koteen, who has been specializing in television and radio legal work, has formed a law partnership with William C. Burt, former Civil Aeronautics Board attorney.

The new firm, to be known as Koteen and Burt, will deal in TV and broadcasting work. Koteen was formerly with the Federal Communications Commission and then with Cohn and Marks, attorneys for the National Exhibitors Theatre Television Committee. Alan Naftalin, former FCC attorney, has also joined the new firm.

IFE Lineup

(*Continued from page* 1)

color in Technicolor special for roadshow bookings. The release schedule through the end of the year, he stated, includes: "The Greatest Love," Ingrid Bergman's first new picture in four years; Jean Renoir's new Technicolor production, "The Golden Coach," starring Anna Magnani in her first English-speaking role, and "Sensualita," starring Eleanora Rossi-Drago.

IFE's national sales representatives in the 31 exchange areas, Jacon declared, are equipped and ready to help promote the films, which, he added, star both Hollywood and Italian personalities.

IFE, Jacon explained, is now mapping its 1954-'55 program which will include six color features as part of an 18-picture schedule.

$250,000 to 'Plug' I.F.E. Bergman Film

Jonas Rosenfield, Jr., I.F.E. Releasing Corp. vice-president in charge of advertising, exploitation and publicity, reports that $250,000 will be spent for the launching of the new Ingrid Bergman film, "The Greatest Love." Winner of the 1953 Selznick Silver Laurel Award for Italy, "The Greatest Love" marks Miss Bergman's first screen appearance in four years. Her husband, Roberto Rossellini, produced and directed the drama (formerly known as "Europe '51") which features Alexander Knox.

Concentrated regional advertising campaigns, including intensive TV and radio coverage as well as newspaper, billboard, and Sunday supplement space, are being mapped out to coincide with the regional saturation distribution campaign recently announced by Bernard Jacon, I.F.E. vice-president in charge of sales.

Some 225 prints have been ordered to permit simultaneous bookings within each ot the country's six major regions. Play-off plans call for simultaneous mass bookings in sequence in the following areas: Northeast, Far West, Midwest, Southeast and Central; Florida will have its own "in season" saturation booking.

Rosenfield also announced that each of the mass regional openings, in addition to being backed-up by a heavy point-of-sales advertising campaign, will be supported by a special promotion field force under the supervision of Bernard Lewis, company exploitation manager.

RKO Theatres Net

(*Continued from page* 1)

with a 1952 third-quarter profit of $448,608, after all charges, including the loss of $173,640 on the sale of capital assets.

The consolidated net profit for the third quarter and for the nine months of 1953 includes the allowance for extraordinary charges to expense relating to the cost of installing and adapting equipment required for the exhibition of pictures in CinemaScope and other new processes.

In the 1953 nine-month period, the profit from operations before charges and taxes was $2,915,917, compared with $2,751,855 for the same period last year.

As of Oct. 3, 1953, there were 3,764,913 shares of common stock outstanding, compared with 3,914,913 on Sept. 27, 1952.

WHAT PRODU

Reports from I.F.E. representatives throughout the country and my own experiences with bookers, buyers and exhibitors indicate a growing concern regarding possible shortage of Hollywood product. At this very opportune moment, we at I.F.E. Releasing Corporation can offer to U. S. showman a ready-for-immediate-booking line-up of 12 pre-sold, exploitable English-language feature attractions plus a Technicolor special for roadshow bookings.

Today the booming Italian film industry is producing more pictures, bigger budget pictures, pictures starring both Hollywood and Italian personalities with proven American marquee value, pictures which contain those fresh, strong, unusual story values which give Italian films a "plus" value to the American audience. With the rapid development of American-language dubbing in the past year — "a fast growing part of film business," Life Magazine notes—millions of movie-goers have had their first opportunity to see Italian-produced films in the American-language in their regular theatres. *They liked what they saw and are asking for more!*

Astute editors of national magazines, newspapers, syndicated columns, radio and television have devoted unusual attention to our films and star personalities. In addition to this national preselling, we have developed for each attraction a practical, hard-hitting point of sales exploitation program. Our national sales representatives in the 31 exchange areas are equipped and eager to help you put these showmanship campaigns into action.

Our release schedule through the end of this year includes: "The Greatest Love," Ingrid Bergman's first new picture in four years; and Jean Renoir's new Technicolor production "The Golden Coach" starring Anna Magnani in her first English-speaking role. In "Sensualita," another year-end

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CT SHORTAGE?

release, we will introduce a new sultry Italian star sensation, Eleanora Rossi-Drago, who, we predict, will electrify American fans in the same volcanic way as Silvana Mangano did in her "Bitter Rice" debut.

Out of the vast reservoir of snowballing Italian production, I.F.E. Releasing Corporation is now mapping its 1954-55 program which will include a half-a-dozen color features as part of an 18-picture schedule.

Many progressive exhibitors, perhaps you among them, have already discovered that our features, properly promoted, can ring up comparable dollars to Hollywood product. These exhibitors face the future with more confidence because they know how to guarantee their theatres a continuing flow of product through any crisis.

To sum it up:—The danger is not in a shortage of films, but in a shortage of vision and showmanship.

Bernard Jacon

V.Pres. in charge of Sales I.F.E. Releasing Corp.

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THEATRE_____ TOWN_____ STATE_____

AMERICAN LANGUAGE ATTRACTIONS FOR MASS AUDIENCE APPEAL

	TITLE	CAST	SYNOPSIS	RUNNING TIME
Bergman's Back! Her first picture in 4 years!	**INGRID BERGMAN** in **The Greatest Love** with ALEXANDER KNOX directed by **ROBERTO ROSSELLINI**		A contemporary romance of a glamorous socialite who leaves her husband and home in search of happiness. Bergman's greatest dramatic role.	115 MIN.
A sensational "Bitter Rice" style of tale!	A New Screen Bomb-shell! **Sensualità** Introducing the sensational ELEONORA ROSSI-DRAGO		Sultry drama of a beautiful (but bad) farm girl who marries one man and then falls for his brother.	91 MIN.
Still red hot at the box office	**Anna**	SILVANA MANGANO VITTORIO GASSMAN RAF VALLONE	The dramatic story of a night-club singer torn between fateful infatuation and love.	96 MIN.
Backed by the SMASH nation-wide tour!	**3 girls from Rome**	LUCIA BOSE COSETTA GRECO LILIANA BONFATTI	Fresh, romantic comedy of lives and loves of 3 Roman beauties at Fontana's famed fashion salon.	85 MIN.
Great for the BIG Caruso loving audience	**The Young CARUSO**	GINA LOLLOBRIGIDIA Voice of MARIO DEL MONACO	Authentic, aria-filled romance of Caruso's early struggles—filmed against beautiful Neopolitan locale.	77 MIN.
Greatest mountain adventure of all!	**White Hell of PITZ PALU**	HANS ALBERS	Thrill-packed adventure of daring trio pitted against mighty Pitz-Palu. Filmed in the Alps.	98 MIN.
Available for ROADSHOW ENGAGEMENTS	ANNA MAGNANI in Jean Renoir's **The GOLDEN COACH** in Color by TECHNICOLOR		Renoir's first since "The River." Magnani's 1st English-speaking role. Italy's 1st Technicolor production. Outstanding in story, color, performance and quality.	105 MIN.

This full listing of I.F.E. Releasing Corporation available product is on its way to you now. Here's new product when you need it now!



TOA Research Group Opposes Standardization

Committees Report to Convention

(*Continued from page* 1)

system will be simplified so that it can be generally used in most theatres now operating," the committee's report stated.

The report reviewed the committee's efforts during the past year to interest producers in and encourage them to make use of new processes. It pointed out that the early problem was that without theatres equipped to show the new processes, producers were reluctant to make pictures in the new media, and without product in sight, equipment manufacturers were wary of turning out the new essentials for exhibiting it.

"The research committee felt that it could best serve the industry by calling the attention of producers to the need for new developments that, from a practical point of view, could be used in most theatres with a minimum of expenditures."

Appealed to Producers

Accordingly, the report states, the TOA research committee contacted most studios in Oct., 1952, "attempting to induce them to put forth more effort on new developments." In Jan. 1953, the report relates, the research committee, TOA board of directors and executive committee met with film distribution and equipment manufacturing leaders to discuss developments.

"We believe," the report states, "that from this meeting our present wide screens became a reality."

The report hastens to add that the committee does "not want you to believe that TOA has in any way tried to stabilize or unify the developments in the industry."

Rhoden Lauds COMPO

In his report for the TOA's public relations committee, chairman Elmer Rhoden re-stated what he had in the past, that COMPO "offers the best means toward the desired end and should be acknowledged and supported as the 'voice of the industry' in a renewed and continuing effort to build confidence and respect for the motion picture industry."



Elmer Rhoden

Rhoden, in his report, reminded the executive committee that major public relations problems of the industry "are still outside the purview of the individual exhibitor, or exhibitor organization, except insofar as group support or group pressure may be brought to bear to direct or influence top level action."

The success of the "summer vacation matinee" plan was described by Rhoden as being a theatreman's practical application of the Children's Film Library program which was launched by the Motion Picture Association of America. He contended that the plan need not replace sponsored children's shows, adding that it will be found that the vacation shows, supported by Parent-Teachers Associations, "are more effective as a goodwill builder for the theatre, because the theatre itself is given the credit for performing a community service."

Bryant, Sarra Report

In reviewing legislative activities in various states, co-chairmen Robert Bryant and LaMar Sarra of the TOA legislation committee, reported:

"It is interesting to note that there is some tendency by the law-making bodies of the several states to exempt from their general sales tax measures a levy on motion picture admissions. A majority of the 28 sales tax states do not include amusement admissions as part of their act but appear to be holding amusement admissions for what may prove to be special treatment through separate tax Acts.

¶ "This indicates a dangerous trend in the general sales tax plan and exhibitors in the states concerned now express some fear that legislators may await the outcome of our tax repeal effort by the Congress and thereafter strive to levy part of the former Federal tax for the state and/or its municipalities.

"A course of action should be considered where in states now having a general sales tax, it may be desirable to have admissions included in the levy rather than to seek an exemption. This has been helpful to exhibitors in several states where it kept the levy low (two or three per cent) and also eliminated municipalities from the field of amusement taxations. We do not object to taxation at the same rate levied on all other merchants.

Federal Tax Most Vital

"Your committee is firm in its conviction that no effort is as important as is the repeal of the 20 per cent Federal tax, and nothing should prevent concerted effort by every exhibitor to contribute his maximum effort on that particular mission until final victory is achieved. Your state and local committee must, however, relentlessly work at the state and local level to first repeal and thereafter prevent discriminatory industry taxes, otherwise the victory we ultimately win in Washington may be lost in our home state and in its municipalities."

Drive-in Problems

(*Continued from page* 1)

mal, the committee advised that those open-air theatre operators who have not yet tried three-dimensional exhibition to hold back until screen surface developments have been perfected. As to wide-screen, Braunagel revealed that results have been favorable with screens up to 110 feet in width, but that comments had been heard about cutting off parts of the pictures in some cases. At the present size, many drive-ins are so built that only people in the front seat of a car can take in the entire picture from the first two ramps. Only the larger drive-ins, the committee reported, can afford CinemaScope and stereophonic sound is still an unsolved problem.

The practice of some drive-ins to adopt a policy of "dusk-to-dawn" shows was described as "putting back the bad label drive-ins have fought to get rid of."

The committee asked that the convention discuss the advantages that are said to have resulted from management schools which were conducted by the drive-in committee because, it was stated, "we can work to cure all of the ills of our business, but all of it will be to no avail if we have no trained young manpower to carry on our business."

People Living in Video-Saturated Areas Returning to Films: Starr

NASHVILLE, Nov. 1.—"Television will be no more able to put movies out of business than home cooking has put restaurants out of business," declared Alfred Starr, managing partner in Bijou Amusements Co. and president of the Theatre Owners of America, in an interview here before leaving for the annual meeting of that organization in Chicago.



Alfred Starr

He continued: "Evidence of this is the recent merger of American Broadcasting and Paramount Theatres," a move which showed high confidence in the future of both media. We are finding that people living in areas which are heavily saturated with television are returning to the theatre in increasing numbers. This is particularly true where the novelty of television has worn off, and where people have their sets paid for.

"Man is a gregarious creature, and the movies give him an opportunity to gather in crowds and enjoy the bright lights. The recent technological developments in movies—3-D, wide-screens, innovations in the use of sound, improvements of color and many others have created a surge of new interest. Meanwhile, Hollywood is spending millions a year in promoting its stars and pictures, in new talent, both players and writers, and for research."

TOA Expands In Northwest, Conclave Told

CHICAGO, Nov. 1.—The addition to Theatre Owners of America's membership ranks during the past year of the T.O. of Washington, Northern Idaho and Alaska and the Drive-In T.O. of Washington leaves the national organization without Far Western representation in only the Portland area, according to the report of TOA's organization and membership committee to the national convention here.

E. D. Martin and George Kerasotes, co-chairmen of the committee, added that Arthur Adamson, Portland exhibitor, is continuing efforts to organize a TOA unit in that area and that organization may be completed within the coming year.

In addition, the past year saw approximately 300 former Warner Brothers theatres added to TOA membership by Si H. Fabian, president of the new Stanley-Warner Theatres. Warner theatres had not previously been members of TOA, nor are Loew's and RKO theatres members now. National Theatres and United Paramount are TOA members.

The report of the organization and membership committee concluded with the statement that "The effectiveness of TOA is governed by the strength of its member organizations which we should constantly strive to expand. Every effort should be made to reach into new areas where TOA has no representation and either create or align ourselves with a strong loyal exhibitor organization."

TOA Seeks Shorter Appeal Trailers

CHICAGO, Nov. 1.—Producers of special subjects designed for theatre showings to enlist public support for approved campaigns are urged in a report by the Theatre Owners of America's film reviewing committee to consult with TOA prior to filming such subjects in the event the indicated length of the finished film would be in excess of 120 feet.

The report, presented to the TOA convention here by H. F. Kincey, committee chairman, pointed out that the running time of such subjects is of prime importance and that exhibitor resistance to running the reels could be lessened by the type of pre-filming conferences suggested.

The committee screened and recommended to TOA membership five such special subjects during the past year. They were for the American Cancer campaign; American Red Cross, March of Dimes, American Education Week and Christmas seal sale.

Coverage

Martin Quigley, Jr., editor of "Motion Picture Herald"; Al Steen, staff writer for *Motion Picture Daily*; George Schutz, editor of "Better Theatres," and Ray Gallo, advertising manager of "Better Theatres," are in Chicago this week at the Theatre Owners of America and Theatre Equipment Supply Manufacturers Association — Theatre Equipment Dealers Association annual conventions and trade show.

The four Quigley Publications' representatives are being assisted in the convention coverage by Bruce Trinz, resident Chicago editorial representative of Q.P.

Tax Drive Vital

TOA Is Urged To Continue COMPO Aid

CHICAGO, Nov. 1.—In line with what had been expected, the COMPO committee of the Theatre Owners of America, in its report to the TOA executive committee, recommended TOA's continued support of the all-industry organization. Sam Pinanski, chairman of the COMPO committee and a member of COMPO's governing group, in his report urged TOA's endorsement of a continued tax repeal campaign and an immediate drive to collect new COMPO dues from both exhibitors and distributors, the latter to match exhibitors' dues dollar for dollar.



Sam Pinanski

Discusses Mason Bill

Referring to President Eisenhower's veto of the Mason Bill, calling for the repeal of the Federal 20 per cent admission tax, Pinanski recalled that the previous efforts had been called the "failure of a mission." However, Pinanski's report stated, the use of the word "failure" is entirely wrong.

¶ "Actually, we achieved a magnificent moral victory," the report stated. "In COMPO's accomplishment, everybody in this industry should take deep pride. I believe we have proved we can mobilize the industry into action as a powerful force. There can be no question but that as an industry we have made many friends in Washington. In the highest places in our government we have won a new respect for the motion picture industry."

Reviewing COMPO's activities of the last year, Pinanski's report, in part, said:

"It will be recalled that in Sept., 1952, the COMPO finance committee had acted on prior directives and launched a campaign for the wide enlistment of theatres under the COMPO banner for all-industry purposes. This campaign was completed successfully in Sept., 1953, and was perhaps the greatest example of all-industry mobilization since the War Activities Committee days of 1941-45. About 14,000 theatres were enrolled in all states and the District of Columbia. I feel that this reflected a masterly task of organization executed under the supervision of the COMPO finance committee.

Calls Dues Scale Modest

"It will be recalled that a very modest scale of dues was agreed upon, ranging from $10 per year for very small theatres to $100 per year for very large theatres. Little complaint was voiced by supporting theatres, even though the dues scale was arbitrary and could not take into account the varying prosperity of theatres of equal size. Theatre revenues were matched by a like amount of dues paid by the distribution companies. This cooperative effort yielded revenues adequate to serve the purposes delegated to COMPO and the organization activities served to weld together normally divergent industry forces into an integrated whole.

¶ "In the organization and finance drive all elements did not cooperate with equal enthusiasm. There were some dissident groups and some individuals whose cooperation was less than 100 per cent. The voluntary character of the COMPO effort and its dedication to cooperation rather than competition with any group, may not have been fully understood. COMPO in operation dealt with all segments without regard to source of funds and earlier suspicions may since have been dispelled. In any case, no purpose is to be served by finger-pointing toward recalcitrants when space is too confined to adequately acknowledge the earnest efforts of hundreds who poured their energies into the effort.

"In the summer of 1953 at the direct request of the President of the United States, more than 5,000 theatres volunteered to collect funds for relief of civilian distress in Korea. COMPO served as coordinator for this activity. Through the cooperation of the newsreels and National Screen Service, some 10,000 prints of an appeal for funds were distributed and some 16,000 pressbooks. Incomplete returns indicate that 5,086 theatres conducted collections with $1,002,000 collected and remitted by theatres to the American-Korean Foundation."

Importance Gaining

Fabian Report Urges Use Of Theatre Television

CHICAGO, Nov. 1.—Theatre television can become the great "second feature" and, in many cases, the main feature, Si Fabian, chairman of the theatre television committee of the Theatre Owners of America, said in his committee report to the TOA executive committee.



Si Fabian

"The field of projecting entertainment on our theatre screen is boundless," Fabian's report asserted. "All phases of entertainment and education are ours to command if we will only use it. With rare exception, almost every TV program to date has been a financial success, despite the high cost. When these costs can be controlled, theatre TV, as I have said time and time again, can become a most important supplement of our theatre program."

Cites FCC Order

Referring to the final TV theatre report of the Federal Communications Commission, Fabian explained that the order provided that applications may be filed for the use of certain frequencies in order to transmit theatre TV programs on an inter-city or intra-city basis. The frequencies to be used would be those presently carrying the technical designation of "common carrier." Fabian pointed out that there are sufficient frequencies to enable the industry to establish theatre television service.

¶ "By this order of the FCC," the report stated, "we have won a victory—providing we translate our plans into concrete action. Once before, the industry had presented to it the same opportunity but by inaction defaulted. I hope this will not happen again."

Fabian said that the exhibitors were faced with a serious threat in home metered TV. In this connection, his report said:

'Available and Ready'

"This is now an actuality in that pictures, programming and TV facilities are available and ready for use to test a selected distribution system of entertainment brought directly into your own living room. Unless we meet this challenge of home TV by utilizing the grant given us by the FCC, we shall have no one but ourselves to blame if our business withers and dries up, as many of us, to our deep sorrow, have seen many phases of our industry drop out."

TOA Safety Codes Committee Demands Dropping of Nitrocellulose Film

CHICAGO, Nov. 1.—The time has come to take definite and possibly drastic action to stop the use of nitrocellulose film on new productions, newsreels and importations and to discontinue exhibition of old pictures on nitrocellulose base film. This assertion was made in the report of the Theatre Owners of America's building and safety codes committee by chairman Henry Anderson. In his report to the executive committee, Anderson recommended that this issue be given careful consideration so that it can be decided what steps should be taken.

Anderson stated that the subject should be taken up by top level representatives of film manufacturers, producers, distributors and exhibitors. Because there remains a sufficient amount of nitrocellulose in use, fire departments and fire insurance companies still have an argument in setting rates, the report said.

Not Popular

Sees Viewers Key to Future Of 3-D Film

CHICAGO, Nov. 1.—The use of 3-D glasses must either be eliminated or "tremendously" improved before three-dimensional pictures will achieve lasting success, the executive committee of the Theatre Owners of America, in session here today, was told in a report of the theatre equipment and accessories committee by chairman Joseph J. Zaro.

The report stated that "whether the current two-projector method of presentation can be considered acceptable has been and will be the subject of endless debate," adding that "it is apparent that majority opinion considers this not quite compatible with the previous technical standards established in this industry."

'Projection' Skirted

The equipment committee felt that it could not properly evaluate the merits of the single-projector, single-film 3-D projection systems, as "costs and compatibility are factors which must be considered as well as the fact that widespread usage of film in excess of 35mm. in width is very doubtful."

¶ Stating that it is too early to predict that CinemaScope will be financially worthwhile for usage in all sizes of theatres, the committee stated that "reports now coming in would indicate that all exhibitors should examine all sides of this method of picture presentation very thoroughly before deciding to accept or reject it."

Reporting on miscellaneous items in the equipment field, the committee made the following observations:

"Costs generally encountered in connection with maintenance or remodelling have held pretty firm since the second quarter. Some decreased due to less competition for all classes of labor.

"Notwithstanding some raw material price increases, a major item such as seats has been held at 1952 costs. In some few instances reductions in prices have been made.

"Complete, 'lock and key' air-conditioning installations, undoubtedly due to highly competitive conditions, have averaged $400 per ton. Large tonnage 'packaged-unit' installations have come in at a range of from $325 to $340 per ton.

¶ "Aluminum poster case deliveries have been slow from some sources. Some minor cost increases have occurred.

"Marquee attraction boards available with little or no delay. Colored translucent plastic letters now more widely used than metal. Lucite plastic panels growing more popular than glass. Recessed downlights predominant trend in marquee ceiling lighting.

"Wool carpet still first choice as over-all floor covering. No major price change since 1952. Some expectancy of price reduction in near future.

"Use of asphalt or rubber tile

(*Continued on page* 10)

REPUBLIC'S GREATEST

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NELL · BEN COOPER

Directed by ALLAN DWAN

PICTURE

ASHINGTON, D.C.-NOV. 4th

TOA Report

(Continued from page 7)

around drinking fountains and concessions stands instead of rubber matting over carpet becoming more popular. Mid-year saw approximate 10 per cent reduction cost all asphalt floor covering materials.

"Some excellent plastic tiles now available. Although more costly than asphalt, gives better color and wear.

"Last, but certainly not least, is the observation that some exhibitors in their pre-occupation with 'new' picture presentation methods are doing their new and old patrons an injustice and themselves a disservice by overlooking the continuing need for adequate theatre maintenance."

Isaac Says Patrons To Decide System

The screen processes which get the highest level of emotional response from the audience will survive, Lester Isaac, general manager of exhibition for Cinerama, predicted here at the weekend.

In an address before the Newspaper Women's Club at the Hotel Statler on Saturday, Isaac traced the revolution in techniques which, he said, was ushered in by "This Is Cinerama." He said that the public will choose the process it likes best and the choice need not be for one system, but a multiplicity or a combination of systems, he added. The three system Issac referred to in his address were Cinerama, CinemaScope and 3-D.

MPAA's Academia Is Being 'Streamlined'

WASHINGTON, Nov. 1.—The Academia, the Motion Picture Association of America theatre here, is gradually being equipped to handle all new film projection methods, according to information director Kenneth Clark.

Clark said a large screen has already been installed, that many 3-D processes are already possible there, and facilities for CinemaScope, stereophonic sound and other new developments will be installed in coming months.

Hede Named to New ABC-TV Sales Post

Henry T. Hede, who since January of this year has been administrative assistant in the treasurer's office of the American Broadcasting Co., has been named administrative manager of television network sales for ABC-TV.

Big 'Frisco Premiere For 'The Bigamist'

SAN FRANCISCO, Nov. 1.—The St. Francis Theatre is preparing for the world premiere, Nov. 24, of "The Bigamist." Joan Fontaine, Ida Lupino, Edmond O'Brien, Edmund Gwenn and Collier Young, president of Filmakers Productions, are expected to attend the gala opening.

IT'S ALWAYS FAIR WEATHER WHEN OLD FRIENDS GET TOGETHER

15th ANNUAL DINNER OF THE

MOTION PICTURE PIONEERS

Thursday, Nov. 12th, Hotel Astor

The industry's all out to honor

BARNEY BALABAN

The Pioneer Of The Year!



ERIC JOHNSTON, dinner chairman • GEORGE JESSEL, toastmaster

● To make your reservation, send check for $20.00 to Jack Cohn, President of the Motion Picture Pioneers, 729 Seventh Avenue, New York City.

RKO Picks December As 'Al Kolitz Month'

DENVER, Nov. 1.—December will be observed as "Al Kolitz Month" in the Rocky Mountain district of RKO Radio. In the tribute to the manager of the district, branch heads and exhibitor friends will seek to achieve a maximum total of bookings for the company's feature and shorts, the company said. Martin Goldfarb, Denver manager, is leader of the drive.

Kolitz, who rose in the RKO ranks from salesman, came here as district chief in Feb., 1947. The district then embraced Denver, where Goldfarb now is manager, and Salt Lake City, under Giff Davison, but now includes, in addition, Omaha, directed by Max Rosenblatt; Des Moines, under Don Conley, and Kansas City, headed by Jimmy Lewis.

Four UA Films for November Release

Four feature films, three of them in color, will be released by United Artists during the month of November, it has been disclosed by William J. Heineman, vice-president in charge of distribution.

The three color features on the November schedule are: "Shark River," which will be released on Nov. 13; "Captain John Smith and Pocahontas," to be released Nov. 20, and "Song of the Land," a Nov. 27 release. The fourth release is "Stranger on the Prowl," to be released today.

Of the color features, two are in color by Color Corporation of America: "Shark River" and "Song of the Land." The other, "Captain John Smith and Pocahontas," is in Pathecolor.

Albany VC Vote Dec. 14

ALBANY, N. Y., Nov. 1.—The Albany Variety Club has decided to continue its policy of staging "Denial Week" for the benefit of the Variety-Albany Boys Club summer camp, in November. It will hold an election of the crew on Dec. 14. Consideration had been given to advancing the election dates, so that the new crew and officers might direct the Denial Week drive.

Stevens, Ginsberg Move

HOLLYWOOD, Nov. 1.—George Stevens and Henry Ginzberg have moved into their new offices at Warner Brothers studios to start preparations for filming Stevens' production of Edna Ferber's "Giant," with Stevens producing and directing.

Will Handle 'Luther'

Screen Guild Productions, of Philadelphia, with branch manager Joe Engel supervising, has been signed to sell "Martin Luther" in that territory by Cresson E. Smith, general sales manager of Louis deRochemont Associates, producers of the film.

'Blue Mesa' Next

HOLLYWOOD, Nov. 1.—Hal R. Makelim has set "Blue Mesa," a big-budgeted western, as his next production, and cast John Agar, who is under personal contract to him, to star. Agar also starred with Edward Arnold and Susan Morrow in "Man of Conflict," which is now being distributed by Atlas Pictures.

335 Spot Air Plugs Set for 20th-Fox's 'Marry Millionaire'

A radio advertising campaign on 20th Century-Fox's "How to Marry a Millionaire," totalling over 335 spot announcements, will be launched today in New York and will be continued through the opening week of the picture following its twin debut, on Nov. 9, at Loew's State and Brandt's Globe theatres.

The saturation promotional barrage will be concentrated on the leading independent stations, WNEW, WINS, WMGM and WMCA, and will see a line-up of eight different announcements, running from station breaks to full one-minute messages, beamed to millions in the Metropolitan area.

To be programmed on an around-the-clock schedule to reach every type of audience, the "How to Marry a Millionaire" spots will contain a special musical background of Alfred Newman's "Street Scene," performed in the film's prologue by the composer directing the 20th Century-Fox symphony orchestra. Copy will call attention to the second CinemaScope production's starring triumvirate—Marilyn Monroe, Betty Grable and Lauren Bacall.

Three Victors in 2nd 'Lucky 7' Contest

Three top winners have been named in the second of M-G-M's "Lucky 7" showmanship contests, which, in this case, had "Torch Song" as the drive subject. The winners were Paul Townsend, advertising manager for the Midwest Theatre in Oklahoma City, in the 100,000-or-over category; Arnold Gould, manager of the Capitol Theatre, Jefferson City, Mo., in the 10,000-or-over division, and Jesse L. Marlowe, of the Van Croix Theatre, Melbourne, Fla., in the section for communities of under 10,000 population.

Theatre men interested in the "Lucky Seven" showmanship contests being conducted by M-G-M are required to submit campaigns in advance. The deadline for the next attraction—"All the Brothers Were Valiant"—is Nov. 6.

Correction

Due to an error in telegraphic transmission, MOTION PICTURE DAILY last Wednesday reported National Theatres head Charles P. Skouras, in Los Angeles, as saying that within three years the circuit probably will find it necessary to close perhaps 75 theatres which are not suitable for CinemaScope. What Skouras actually said was, "I would have to close 75 theatres because they are losing money."

MITCHELL MAY, Jr. CO., INC.

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in requirements of the

Motion Picture Industry

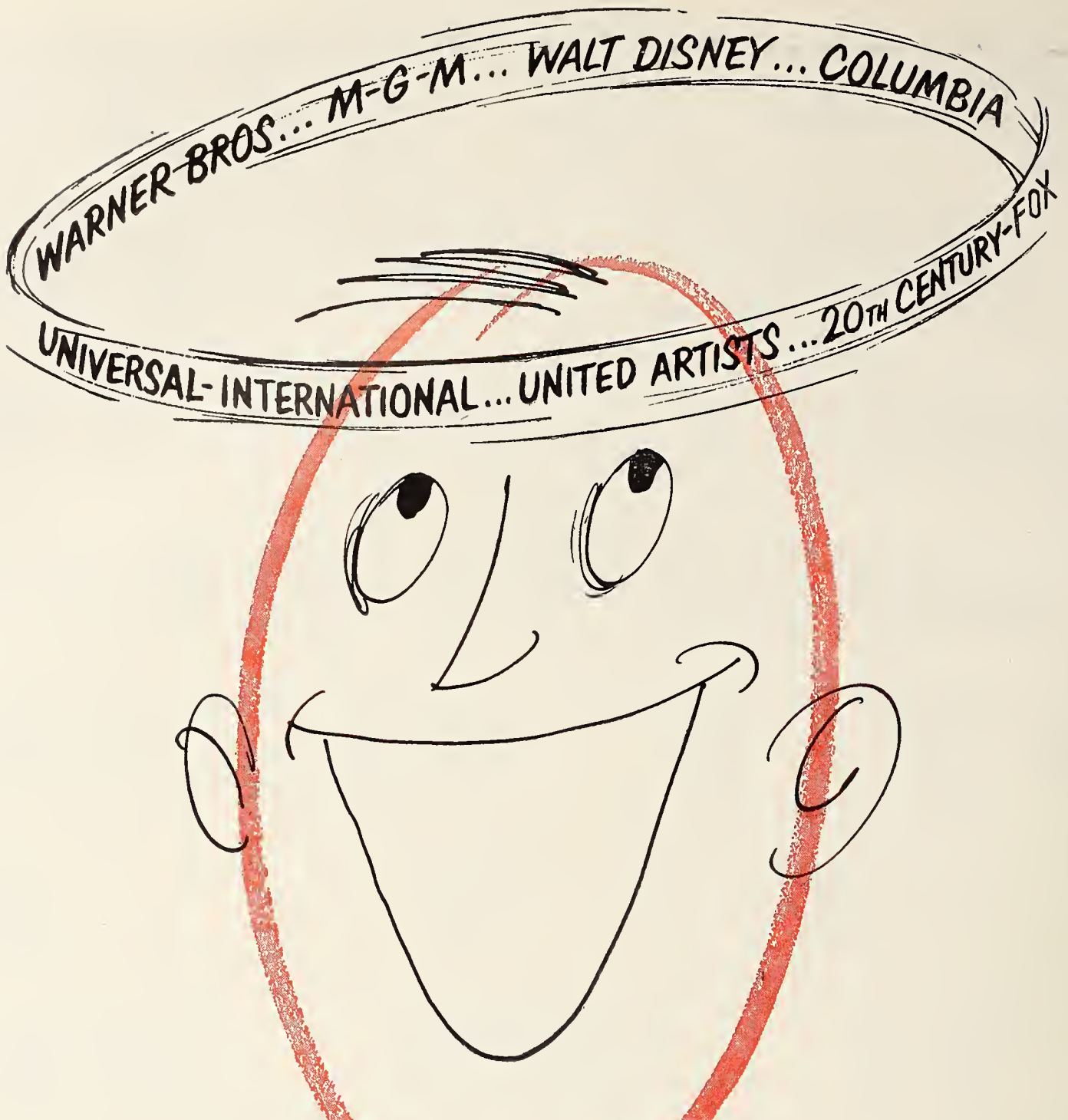
75 Maiden Lane, New York

3720 W. 6th St., Los Angeles

MOTION PICTURE DAILY'S BOOKING CHART

WEEK OF	ALLIED ARTISTS	COLUMBIA	LIPPERT	M-G-M	PARA.	REPUBLIC	RKO	20TH-FOX	UNITED ARTISTS	UNIV.-INT'L.	WARNERS
Sept. 13	**MEXICAN MANHUNT** George Brent D (5317)—71 min.	**(Sept. Releases)** **FROM HERE TO ETERNITY** Montgomery Clift Burt Lancaster D—118 min. (Rev. 7/29/53) **CHINA VENTURE** Edmund O'Brien Barry Sullivan D—83 min. (Rev. 8/28/53) **CONQUEST OF COCHISE** (Color) John Hodiak OD—70 min. (Rev. 8/21/53) **SKY COMMANDO** Dan Duryea D—69 min. (Rev. 8/21/53) **SAGINAW TRAIL** Gene Autry O—56 min. (Rev. 8/28/53) **(Re-Release)** **THE UNTAMED BREED** Sonny Tufts O—79 min. (Rev. 12/23/48)	**SHADOW MAN** Cesar Romero D (5316) **(Re-Release)** **THE IRON MASK** Douglas Fairbanks D (5313)	**TERROR ON A TRAIN** Glenn Ford D—72 min. (Rev. 7/15/53)	**(Sept. Releases)** **ROMAN HOLIDAY** Gregory Peck Audrey Hepburn CD—120 min. (5228) (Rev. 6/30/53) **THE CADDY** Dean Martin Jerry Lewis C—95 min. (Rev. 8/4/53)		**(Re-Release)** **SUSPICION** Cary Grant Joan Fontaine D—	**(Sept. Releases)** **CITY OF BAD MEN** (Color) Jeanne Crain Dale Robertson OD—82 min. (Rev. 6/22/53) **A BLUEPRINT FOR MURDER** Joseph Cotten Jean Peters D—76 min. (Rev. 7/28/53) **MR. SCOUTMASTER** Clifton Webb C—87 min. (Rev. 9/20/53) **(Re-Releases)** **BROKEN ARROW** (Color) James Stewart OD—93 min. (Rev. 6/12/50) **I WAS A MALE WAR BRIDE** Cary Grant C—105 min. (Rev. 8/10/49)	**(Edw. Small)** **99 RIVER STREET** John Payne Evelyn Keyes D—83 min. (Rev. 9/10/53)	**(Sept. Releases)** **(3-D)** **WINGS OF THE HAWK** (Color) Van Heflin Julia Adams OD (330) **THE STAND AT APACHE RIVER** (Color) Stephen McNally OD—77 min. (331) (Rev. 8/11/53) **THE GOLDEN BLADE** (Color) Rock Hudson Piper Laurie D—81 min (332) (Rev. 8/21/53)	**(3-D)** **THE MOONLIGHTER** Barbara Stanwyck Fred MacMurray D—77 min. (303) (Rev. 9/16/53) **THE BEGGAR'S OPERA** Laurence Olivier D— (Rev. 8/25/53)
Sept. 20			**(Re-Release)** **MR. ROBINSON CRUSOE** Douglas Fairbanks D (5314)	**THE ACTRESS** Spencer Tracy Jean Simmons D—90 min. (Rev. 8/4/53)			**MARRY ME AGAIN** Marie Wilson Robert Cummings C—72 min. (Rev. 9/21/53)		(Steven Pallos) **THE FAKE** Dennis O'Keefe Coleen Gray D—80 min.		
Sept. 27	**ROYAL AFRICAN RIFLES** (Color) D—76 min. (1954-55) (Rev. 10/1/53)		**UNDERCOVER AGENT** Dermot Walsh- Hazel Court D—(5306)			**SHADOWS OF TOMBSTONE** Rex Allen O—54 min. (5233) (Rev. 10/7/53)			(Dowling Productions) **DONOVAN'S BRAIN** Lew Ayres D—81 min. (Rev. 10/19/53) **MAN IN HIDING** Lois Maxwell D—		**A LION IS IN THE STREETS** (Color) James Cagney Barbara Hale D—88 min. (305) (Rev. 9/4/53)
Oct. 4	**YELLOW BALLOON** Andrew Ray Kathleen Ryan D—80 min. (1954-55)			**MOGAMBO** (Color) Clark Gable Ava Gardner D—116 min. (Rev. 9/15/53)	**(Oct. Releases)** **THE WAR OF THE WORLDS** (Color) D—85 min. (5303) (Rev. 3/5/53) **LITTLE BOY LOST** Bing Crosby Claude Dauphin D—95 min. (5304) (Rev. 7/8/53) **THOSE REDHEADS FROM SEATTLE** Rhonda Fleming Agnes Moorehead D—90 min. (5305) (Rev. 9/24/53)		**APPOINTMENT IN HONDURAS** (Color) Ann Sheridan Glenn Ford D		(Edw. Small) **THE STEEL LADY** Rod Cameron Tab Hunter D—83 min. (Rev. 10/14/53)		
Oct. 11	**HOT NEWS** Stanley Clements D—60½ min. (5327)	**(Oct. Releases)** **THE BIG HEAT** (Sterephonic Sound) Glenn Ford Gloria Grahame D—90 min. (Rev. 9/25/53) **SLAVES OF BABYLON** (Color) Richard Conte Linda Christian D—82 min. **COMBAT SQUAD** John Ireland Lon McCallister D—72 min. (Rev. 10/7/53)						**(Oct. Releases)** **THY NEIGHBOR'S WIFE** Hugo Haas Cleo Moore D—77 (Rev. 9/24/53) **VICKI** Jeanne Crain Jean Peters D—85 min. (Rev. 9/9/53)	**DRAGON'S GOLD** John Archer Hillary Brooke D—	**(Oct. Releases)** **EAST OF SUMATRA** (Color) Jeff Chandler Marilyn Maxwell D—82 min. (Rev. 9/17/53) **THE ALL-AMERICAN** Tony Curtis Lori Nelson D—83 (Rev. 7/22/53)	**BLOWING WILD** Gary Cooper Barbara Stanwyck D—90 min. (Rev. 9/16/53)
Oct. 18			**SINS OF JEZEBEL** (Anscocolor) Paulette Goddard D (5225)	**TORCH SONG** (Color) Joan Crawford Michael Wilding D—90 min. (Rev. 10/2/53)		**SEA OF LOST SHIPS** John Derek Wanda Hendrix D—85 min. (Rev. 10/26/53)	**(Re-Release)** **OUT OF THE PAST** Robert Mitchum Jane Greer D—97 min. (Rev. 10/17/47)		(Lazar Wechsler) **THE VILLAGE** John Justin Eva Dahlbeck D—98 min. (Rev. 9/25/53)		
Oct. 25	**JENNIFER** Ida Lupino Howard Duff D—73 min. (5407)		**THE MAN FROM CAIRO** (Color) George Raft D—(5302)	**TAKE THE HIGH GROUND** (Color) Richard Widmark Elaine Stewart D—101 min. (Rev. 9/24/53)			**(Re-Release)** **FOLLOW THE FLEET** Fred Astaire Ginger Rogers M—110 min. (Rev. 2/11/36)	**(Nov. Releases)** **HOW TO MARRY A MILLIONAIRE** (CinemaScope-Color) Marilyn Monroe Betty Grable Lauren Bacall MD—	**CROSSED SWORDS** (Color) Errol Flynn D		**SO BIG** Jane Wyman Sterling Hayden D—101 min. (Rev. 10/1/53)
Nov. 1		**(Nov. Releases)** **PARIS MODEL** Marilyn Maxwell Paulette Goddard D—81 min. **PRISONERS OF THE CASBAH** (Color) Gloria Graham Cesar Romero D—78 min. **(3-D)** **GUN FURY** (Color—Stereophonic Sound) Rock Hudson Roberta Haynes Donna Reed W—83 min. (Rev. 10/26/53) **(3-D)** **THE NEBRASKAN** (Color Phil Carey Roberta Haynes D— **LAST OF THE PONY RIDERS** Gene Autry Smiley Burnette W—59 min.			**(Nov. Releases)** **(3-D)** **FLIGHT TO TANGIER** (Color—Stereophonic Sound) Joan Fontaine Jack Palance D—90 min. (5306) (Rev. 10/14/53) **BOTANY BAY** (Color) Alan Ladd James Mason D—94 min. (5307) (Rev. 9/30/53) **(3-D)** **CEASE FIRE** (Stereophonic Sound) Filmed on Fighting Front in Korea		**SON OF SINBAD** (Color) (3D—Stereophonic Sound) Dale Robertson Sally Forrest D—		**STRANGER ON THE PROWL** Paul Muni D—	**(Nov. Releases)** **(3-D)** **THE GLASS WEB** Edward G. Robinson Marcia Henderson D—81 min. (Rev. 10/16/53) **BACK TO GOD'S COUNTRY** (Color) Rock Hudson Marcia Henderson D—78 min. (Rev. 9/14/53) **THE VEILS OF BAGDAD** (Color) Victor Mature Meri Blanchard D—82 min. (Rev. 10/7/53)	**(Re-Release)** **KEY LARGO** Edward G. Robinson Humphrey Bogart Lauren Bacall D—101 min. (Rev. 7/7/48)
Nov. 8	**JACK SLADE** Mark Stevens Dorothy Malone O—90 min. (5406) (Rev. 10/21/53)		**TERROR STREET** Dan Duryea D—(5304)	**ALL THE BROTHERS WERE VALIANT** (Color) Stewart Granger Robert Taylor Ann Blyth D—101 min. (Rev. 10/16/53)					**SHARK RIVER** (Color) Steve Cochran Carole Mathews D—80 min.		**(Re-Release)** **TREASURE OF SIERRA MADRE** Humphrey Bogart Walter Huston D—126 min. (Rev. 1/7/48)
Nov. 15	**VIGILANTE TERROR** Bill Elliott W-70 min. (5422)		**FORTUNE IN DIAMONDS** Scott Brady Mary Castle D—(5317)			**FLIGHT NURSE** Joan Leslie Forrest Tucker D— **CRAZYLEGS** Elroy "Crazylegs" Hirsch D—87 min. (Rev. 10/23/53)	**LOUISIANA TERRITORY** (Color) Val Winger Lee Zinser OD—65 min. (Rev. 10/14/53)		**CAPTAIN JOHN SMITH AND POCAHONTAS** (Color) Anthony Dexter Jody Lawrance D—75 min.		**CALAMITY JANE** (Color) Doris Day Howard Keel MD—101 min. (Rev. 10/28/53)
Nov. 22			**LIMPING MAN** Lloyd Bridges Mary Castle D—(5318)	**(3-D)** **KISS ME KATE** (Color) Kathryn Grayson Howard Keel Ann Miller MD—109 min. (Rev. 10/27/53)			**FRENCH LINE** (Color) Jane Russell Gilbert Roland D— **DECAMERON NIGHTS** (Color) Joan Fontaine Louis Jourdan D—90 min.		**SONG OF THE LAND** (Color) Documentary D—71 min.		

(Dates Are Based on National Release Schedules and Are Subject to Change. Letters Denote the Following: (D) Drama (M) Musical. (C) Comedy. (O) Outdoor Action. Production Numbers Are in Parentheses. (Rev.) Motion Picture Daily Review Date.)



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CINEMASCOPE

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 74. NO. 87 NEW YORK, U. S. A., WEDNESDAY, NOVEMBER 4, 1953 TEN CENTS

TOA Told Exhibition May Have to Enter Production

Files Answer

RKO Theatres Counterclaims $41,250,000

Claims Skouras Circuit 'Dominated' N. Y. Area

A $41,250,000 counterclaim has been filed by RKO Theatres in connection with the $87,690,000 anti-trust suit brought by Skouras Theatres against RKO Theatres, other circuits and major distributors.

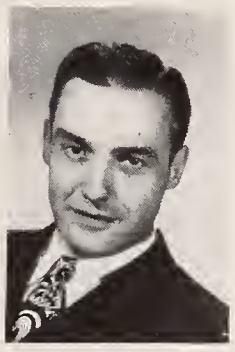
The counterclaim, filed in Federal District Court here, seeks damages, alleging Skouras Theatres and 20th Century-Fox conspired in the allocation of 20th-Fox product to the detriment of RKO Theatres in the New York Metropolitan area. Cited in the counterclaim, which was an answer to the original complaint, were the Sherman Anti-trust Act and the Clayton Act.

Named as additional defendants in the RKO Theatres' answer were the

(*Continued on page* 8)

All U-I Pictures To Be in 2-to-1 Ratio After Jan. 1

All of Universal-International's future "standard" pictures will be made in a 2-to-1 ratio, Ed Muhl, vice-president in charge of production, told trade press representatives at a company luncheon here on Monday.



Ed Muhl

Muhl said all U-I filming will be in that ratio as of the first of the new year and pointed out that all such films would be equally well adapted to any other ratio up to the 2-to-1 maximum.

Any picture made by U-I in the

(*Continued on page* 8)

Walter Reade Elected Head Of the TOA

CHICAGO, Nov. 3.—Walter Reade, Jr., of New York was elected president of Theatre Owners of America by the board of directors. The vote was unanimous, as it was for all other officers, who are E. D. Martin, Albert Pickus, Myron Blank, John Rowley, Pat McGee, Roy Cooper, A. Julian Brylawski, vice-presidents; Robert Livingston, secretary; Si Fabian, treasurer; Mitchell Wolfson and M. A. Lightman, Sr., co-chairman of the finance committee; Herman Levy, general counsel; Alfred Starr, chairman of the board



Walter Reade, Jr.

(*Continued on page* 5)

3-D of 'Kate' Tops Standard Version Grosses by 40%

A 40 per cent higher gross was racked up at the situations playing the 3-D version of "Kiss Me Kate," Howard Dietz, M-G-M vice-president in charge of advertising and publicity, disclosed here.

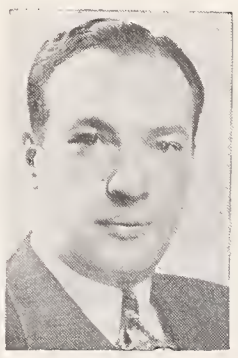
Reporting on last week's test engagement of "Kiss Me Kate" in six situations, Dietz said the 3-D versions which played at the Majestic, Dallas; State, Syracuse, and Ohio at Columbus, O., were "definitely more successful." In Rochester, N. Y., and Houston, Tex., he stated, where the film had been playing in conventional

(*Continued on page* 8)

Goldenson's Keynote Speech Cites Step As Cure for Film Shortage and High Rentals; Blames Divorcement for Both

By AL STEEN

CHICAGO, Nov. 3.—Citing high film rentals and picture shortages, "which go hand in hand," as the top problems not only of exhibition but of the industry itself, Leonard Goldenson, president of American Broadcasting-Paramount Theatres, and keynote speaker today at the annual Theatre Owners of America convention at the Conrad Hilton Hotel here, said that if "producer statesmanship" is not applied to the solution of those problems then the exhibitor "must protect himself either by producing pictures, financing production or in some other manner."



L. Goldenson

Goldenson, head of the largest theatre operating company in the country, said that in the twin problems he cited the "industry has the power to destroy itself. Our industry has need for great statesmanship to avoid the pitfall," he warned.

He placed the blame for the problem squarely at the door of theatre divorcement, which many here regarded as a double-barreled thrust at Allied States Association, which was not only instrumental in bringing about the Federal anti-trust suit which resulted in divorcement decrees, but which also has asserted repeatedly in

(*Continued on page* 4)

Approve Extension Of Loew's Divorce Deadline to Aug. 31

WASHINGTON, Nov. 3. — The Justice Department has agreed to extend from Feb. 6, 1954 to Aug. 31, 1954, the deadline for Loew's to complete the first phase of its divorcement.

Under the original consent decree, the company was to have set up a new theatre company and to have transferred all theatre assets to that company by next Feb. 6. Loew's asked the Department to extend the deadline at least until the end of 1954 and possibly longer, but Justice refused that long an extension and the Aug. 31, 1954, compromise was set.

Justice officials said a main reason why the company asked the postponement and why the government agreed

(*Continued on page* 11)

Estimate $11,200 For Grid Telecast

A gross of about $11,200, exclusive of the admission tax, was chalked up by the 10 theatres in eight cities which carried last Saturday's Notre Dame-Navy telecast.

The estimate was given by Box Office Television, the agency booking the event, and according to a BOT spokesman, the business was considered fairly good considering the fair and warm weather in most localities and the relatively weak Navy team

(*Continued on page* 11)

Indiana Owners Talk New Techniques

INDIANAPOLIS, Nov. 3.—Film clinics in which exhibitors will discuss their equipment problems is the main feature of the annual convention of Allied Theatre Owners of Indiana, today and tomorrow in the Hotel Lincoln here.

What to do about equipping for the

(*Continued on page* 5)

the big motion picture BOTANY BAY from Paramount

Personal Mention

EDWARD L. WALTON, executive assistant to J. R. Grainger, president of RKO Radio; CHARLES BOASBERG, general sales manager, and WALTER BRANSON, assistant general sales manager, are in Chicago from New York.

•

RUDY P. HAGEN, of the Warner Brothers home office checking department, became a grandfather last Friday when his daughter, MRS. WILLIAM J. MORRIS, gave birth to a boy at the Lawrence Hospital in Bronxville.

•

ROBERT HAGGIAG, managing director of Dear Films, United Artists distributor in Italy, is recuperating at Doctors Hospital here following a tonsilectomy.

•

DUKE HICKEY, Universal-International publicity representative in Cleveland, and MRS. HICKEY, are celebrating their 15th wedding anniversary.

•

MAX HERSCHMANN, Filmack Trailer Co. Eastern sales manager, is a grandfather again with the birth of a son to his daughter, MRS. BEN KERNER.

•

ERIC JOHNSTON, president of the Motion Picture Association of America, has arrived in Beirut, Lebanon, from New York.

•

JOHN C. FLINN, Allied Artists advertising and publicity director, returned to Hollywood yesterday from Dallas.

•

HAL WALLIS, producer; OWEN CRUMP, director, and MAJ. RAYMOND HARVEY, technical advisor, have returned to Hollywood from Korea.

•

DAVID A. LIPTON, Universal Pictures vice-president in charge of advertising-publicity; is scheduled to leave here for the Coast today.

•

MOREY GOLDSTEIN, vice-president and general sales manager for Allied Artists, will leave here today for Chicago.

•

BERNARD JACON, I.F.E. Releasing Corp. vice-president in charge of sales and distribution, arrived in Chicago yesterday from New York.

•

WILLIAM HOGAN, drama editor of the "San Francisco Chronical," will be in Hollywood from Nov. 15 to 22.

•

JOSEPH A. MCCONVILLE, head of Columbia International, has arrived in London from New York.

•

ARTHUR B. KRIM, president of United Artists, is due to leave here on Saturday for Europe.

•

FOSTER M. BLAKE, Universal Western sales manager, left here yesterday for Chicago.

•

BERT FRIEDLOB, producer, has arrived here by plane from Europe.

Jack Kirsch Says:

New National Film Buying Group May Be Ready Dec. 1

CHICAGO, Nov. 3.—The national film buying organization plan instigated by Jack Kirsch, president of Allied Theatre Owners of Illinois, and other independent exhibitors, is expected to get under way about Dec. 1, Kirsch said today.

The plan will be put into operation initially in Chicago and "will spread out from here," Kirsch said.

The central organization, it was learned, will only do the buying for its clients and will not do any booking. It is possible that buying for four or five territories will be handled out of Chicago. The manner in which the central organization will be paid had not been worked out as yet, but it may be handled on the basis of how much each client will be able to save on his buying under the new plan.

One exhibitor attending the Theatre Owners of America convention here said it was possible for him to save 25 per cent yearly because of the large buying power which the projected organization potentially will have.

While Kirsch is a leader in the plan and an executive of national as well as Illinois Allied, it is not an Allied project and the service will be open to all exhibitors regardless of affiliation.

Ampex Electric and Altec in Tieup

E. O. Wilschke, operating manager of Altec Service Corp., stresses the exclusive feature of a contract signed between Altec and Ampex Electric Corp.

Under terms of the deal, negotiated between Wilschke and H. Johnston, general sales manager for Ampex, Altec has been accorded exclusive installation supervision of Ampex stereosound equipment in theatres throughout the U. S.

Wilschke states that supervisory work has been completed on the Ampex installation in the Rivoli Theatre, Broadway, New York. Altec engineers are now performing the same duties in all Skouras theatres in the Metropolitan area, and at the California Theatre, San Jose, Cal.

Will Hays Resting At Indiana Home

Members of the family of Will H. Hays, former president of the Motion Picture Producers and Distributors of America, (now the Motion Picture Association of America), said in Sullivan, Ind., yesterday that Hays is "getting along very well" although a heart condition necessitates his spending part of each day in bed.

Hays, 73 years old, returned to the family home in Sullivan from New York several weeks ago. He is reported in serious although not critical condition.

File Stipulation in Chesapeake Suit

The pre-trial stipulation in the $15,000,000 anti-trust suit brought by Chesapeake Industries against Loew's and RKO Theatres was submitted Monday in Federal District Court here.

Chesapeake charges that Eagle Lion Classics product had been denied a market in New York because of an alleged product split by the two circuits.

Slight Decline in Coast Production

HOLLYWOOD, Nov. 3.—The production chart dropped two points for a total of 27 pictures in work. Three new ones were started and five were completed.

Started were: "War Clouds" (K-B, Inc., U. A. release), Independent; "The Outcast," Republic; "Echo Canyon," Universal-International. Completed were: "Saracen Blade" (Esskay), Columbia; "My Pal Shep" (Robert L. Lippert, Jr.); "Cat Women on the Moon" (Three Dimensional Pictures), and "River Beat" (Abtcon), Independent; "Magnificent Obsession," Universal-International.

Boudoures Engages Brandt on 'Battalion'

Peter Boudoures, producer of "The Barefoot Battalion," has engaged the Leon Brandt Office as his representative in the United States. "The Barefoot Battalion," initial production effort of the Boudoures Film Unit was filmed on location in Greece. Editing, cutting, and scoring was completed in Hollywood.

Brandt is arranging for the American premiere showing in New York in early January, after which arrangements will be made for national distribution. In addition the Brandt office will handle advertising, publicity, and exploitation, in connection with the release of the film.

Variety Club Group To Pick Slate Today

The nominating committee of the Variety Club of New York will meet today at the Clubhouse in the Piccadilly Hotel at 12:30 P.M., to select a slate of officers for 1954. The committee consists of Leon J. Bamberger, chairman; Charles Alicoate, Maurice Bergman, Emanuel Frisch, Oscar Morgan and David E. Weshner. The committee's slate will be presented to the meeting of the Board of Directors on November 10. The election is set for November 24.

Top Grossing Films Now Tapering Off Slightly in Chicago

CHICAGO, Nov. 3. — The past week found business dropping off a little from its high recent peaks as some of the big pictures started to slough off a bit after many weeks of sensational business. In this group, "This Is Cinerama" showed its first signs of softness in its 14th week, dropping to $41,000 after staying up around $45,000 or better consistently at the Palace; "From Here to Eternity" dipped below $20,000 at the Oriental, for the first time, in the ninth week of a highly successful run; and "The Robe" was expected to go under $70,000 in its fifth session at the State Lake.

New pictures opening fairly well included "Little Boy Lost," expected to top $50,000 at the Chicago; "Torch Song" heading for a big $15,000 at the Monroe; "Conquest of Cochise" and "China Venture" turning in a good $9,000 at the Grand, and "Sangaroo" and "Sailor of the King" shooting for an above-average $18,000 at the United Artists.

On the disappointing side are "Sea of Lost Ships," down to $10,000 at the McVickers, and "The Titfield Thunderbolt," sinking to $2,500 at the Surf.

Charles Skouras Stricken in Hotel

CHICAGO, Nov. 3. — Charles P. Skouras, president of National Theatres Corp. and chairman of the board of Theatre Owners of America, was stricken with a heart attack in his suite at the Blackstone Hotel here yesterday He was placed in an oxygen tent after a fire department inhalator squad worked an hour to revive him.

Skouras was reported still in serious condition today and is being attended by heart specialists. His brother, George Skouras, head of Skouras Theatres, New York, was with him and Spyros Skouras, president of 20th Century-Fox, arrived here last night. Charles Skouras was here from Los Angeles to attend the T.O.A. convention.

NEW YORK THEATRES

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The AMES BROS.
PUPI CAMPO
And His ORCHESTRA
CLIFFORD GUEST
PEIRO BROS.
PARAMOUNT TIMES SQUARE
Midnight Feature

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"EASY TO LOVE"
BOFF IN CHI.

"EASY" STARTS BIG
BALTO NEW YEAR!

"EASY" IS HUB
HOLIDAY HIGH!

WASH., D. C. WOW!
"EASY" DOES IT!

"EASY" SETS NEW
L. A. HOLIDAY TOP!

"EASY" TERRIF
K. C. HAPPY HOL.



GOOD LUCK T.O.A.!

M-G-M says it with pictures like "EASY TO LOVE" *(Tech.)* and others. We predict that such headlines as shown above will appear in the trade press when hundreds of theatres play this Super-Musical at Christmas and New Years. With "Mogambo" *(Tech.)* topping the Biggest and "Kiss Me Kate" *(Ansco-Color)* off to a flying start in 6 test engagements and more Big Ones coming, like "All The Brothers Were Valiant" *(Tech.)* and "Escape From Fort Bravo" *(AnscoColor)* M-G-M salutes T.O.A. with this slogan: "Let's work together to fill the Tills all Over America!"

M-G-M presents In Color By Technicolor "EASY TO LOVE" starring Esther Williams • Van Johnson • Tony Martin • Screen Play by Laslo Vadnay and William Roberts • Story by Laslo Vadnay • Directed by Charles Walters • Produced by Joe Pasternak

---

THE COMING INDUSTRY EVENT! M-G-M's FIRST CINEMASCOPE PRODUCTION "KNIGHTS OF THE ROUND TABLE" (In Color)

Says Exhibition May Have to Enter Production

Blame Prices, Shortages on Divorcement

(*Continued from page* 1)

recent months that divorcement has not really taken place.

Moreover, Allied's own ranks and its recent national convention in Boston held forth the same complaint against product shortage and high film prices, which Goldenson singled out as the fruits of divorcement.

With this topic set as the keynote of TOA's convention, one of the rare occasions in the organization's existence when trade problems and practices have been ushered to the fore so promptly and so authoritatively, many observers here also were inspired to comment on the similarity of thinking in TOA and Allied ranks.

¶ Trueman Rembusch, Allied's convention keynoter at Boston last month, cited product shortages and high film rentals, too, and went on to suggest as a remedy investments by exhibitors in the securities of four or five major production-distribution companies, which would give exhibitors a voice at stockholders' meetings with which they might endeavor to influence policies which would correct the problems.

Goldenson, as TOA's keynoter, cited the same two issues and, for his remedy, suggested exhibition's direct or financial entrance into production. That the suggestion fell upon sympathetic ears is undeniable in view of the fact that such TOA figures as S. H. Fabian, Sam Pinanski, Charles Skouras, M. A. Lightman and others were well into the formation of a production financing organization, the National Exhibitors Finance Corp., not so many years ago. Many of the same group also were interested enough more recently to join in the financing of the A.N.T.A.-sponsored film, "Main Street to Broadway," which is now being distributed by M-G-M.

Goldenson expressed unqualified confidence in motion pictures as the greatest source of entertainment and information throughout the world and said it is his "firm conviction" they will remain so "unless something as yet undiscovered comes along."

The president of American Broadcasting-Paramount Theatres emphasized that he included television in his statement.

Includes Television

"Television is no more prepared or able to offer the same entertainment (as films) than is baseball or boxing or the horse show," he said. "And television will no more put motion pictures out of business than home cooking has put restaurants out of business."

¶ Goldenson added that television is potentially motion pictures' "greatest ally," being a "merchandising and selling medium primarily" which already has demonstrated that it is "peculiarly suited to advertise motion pictures by bringing a sample into the potential user's home."

Declaring that while the motion picture has no deadly competitor on the horizon, it nevertheless has the power to destroy itself, Goldenson said: "Our industry has need for great statesmanship to avoid that pitfall."

'Artificially Created Situation'

"The danger to the motion picture industry comes about through an artificially created situation," Goldenson said. "Prior to divorcement the industry had reached a balance of bargaining power between production and exhibition. Divorcement has left the balance heavily weighted in favor of production. I need not document that assertion—the financial statements of the larger production companies are sufficient proof. But—as if that were not enough—it appears that these production companies may have deserted to the opportunism that most of us so loudly joined in condemning before divorcement. I'm sure you will remember the independent producers who produced one or two or three pictures each year; who felt no responsibility to see that there was an adequate supply of product for theatres, but who screamed to the high heavens when the theatres did not become available to them at their bidding because the exhibitor recognized his responsibility to the producers who furnished a regular supply of pictures. Theirs was a simple case of wanting the taxi to be available all day but to be willing to pay only for the 30-cent ride.

"With this opportunism," he continued, "has come other attendant evils of which unconscionable film rentals and over-extended playing time are undoubtedly the worst. The exorbitant film rentals and over-extended playing time follow, of course, from the shortage of product. Up to now this is as far as the vicious chain has progressed, but from the exorbitant film rentals can follow deterioration of the theatres as physical properties if the result is that no money is left to keep them in the condition that once made them the fairyland where worldly cares and reminders were checked at the door.

¶ "But if film rentals and picture shortages which go hand in hand are to take away from the exhibitor the money that is necessary to transport our patrons into this fairyland, there will be less patrons, less money, less theatres and so less production and, therefore, self-destruction," Goldenson said.

"You perhaps ask what is necessary to cure this and I answer as I did before—statesmanship. Just a little enlightened self-interest on the part of the producers who must be able to foresee this vicious chain as well as you and I. Just the realization on the part of these producers that already in small towns the only theatre in existence is starting to close and that although the public in these small towns and in the neighborhoods of larger towns is striving through its Chamber of Commerce and American Legion Posts to retain this source of culture in common with the large city, it is a losing battle unless the producers furnish the film."

Sees Possibility of 'Hara-Kiri'

"But, let there be no mistake about this: If the producers will not recognize these facts—if they will not act upon them—if they insist on being the ostrich which does not see the danger and so hope to escape it—if they chose the opportunistic road, there is no reason why the exhibitor must join them in this hara-kiri. Only the first two links in the vicious chain of which I spoke have been forged and there is no reason why the exhibitor must stand idly by and see the chain completed. For after all it is the exhibitor who has the greatest stake in this industry by approximately a ratio of four to one in money investment and, if necessary, he must protect himself whether it be by producing pictures, by financing production or in some other manner. I don't know of a better time to go into production than presently when the demand for pictures far exceeds the supply. I am sure new forces will be set in motion to correct this imbalance unless the producers correct it themselves within the near future," Goldenson concluded.

Fabian, Still Hopeful of Consolidation of TOA and Allied, May Ask Board Action

CHICAGO, Nov. 3.—Si Fabian, head of Stanley Warner Theatres and treasurer of Theatre Owners of America, still favors the merger of Allied and TOA and may bring up the issue at the board meeting on Thursday. He said he "threw the issue on the table" several months ago but that "nobody picked it up."

"It's a shame," Fabian told "Motion Picture Daily," "that the exhibitors of the country have to be divided. One big association could accomplish so much more.

In discussing the proposal with other TOA members, the consensus was that Fabian was the man to put the plan across because of his great ability as a moderator. The opinion was that Abram Myers, Allied board chairman and general counsel, might be the stumbling block in any such project, despite the fact that some Allied leaders look with favor on a consolidation, it was said.

Sees Script and Story as '4th Dimension'

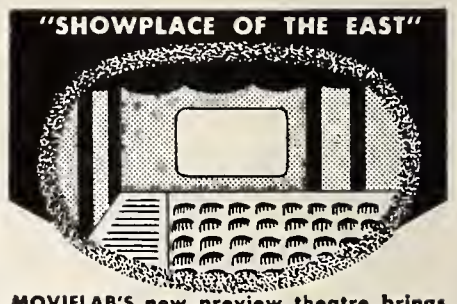
¶ The AB-PT president, speaking of the new techniques, cited the economic advantages of equipment standardization, but warned against a standardization that will put the industry back in a rut of sameness.

"First, this revolution in screen presentation has brought to the motion picture industry a resurgence of public interest that it has not enjoyed for many years," he said. "Even if the public is somewhat confused, they are interested. And they are talking about motion pictures in an effort to understand for themselves the differences in these methods of screen presentation. This interest has caused increased grosses at the box-office. Second, as to the clamor for standardization, I can only say that I am heartily in favor of a standardization which will enable us to do cheaply what we are now doing expensively—for a standardization which will bring all of the new techniques within the financial ability of all the theatres. But I am just as heartily opposed to a standardization which will result in the motion pictures settling down into another rut for another 20 years.

Sees Production Opportunity

"It is my belief that each of the innovations in the motion picture 'look' has created a wider palette for directors, producers, writers and actors to give greater expression to their efforts and thus greater entertainment to the public. And I think that in the future we can look forward to each of these techniques being used for the presentation of a story for which it is best fitted. However, in the last analysis, as we all know so well, the script and the story will be the most important fourth dimension in retaining motion pictures' vital and dominant position in the entertainment world," he concluded.


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Century Now Is a Member Of the TOA

CHICAGO, Nov. 3.—The Century Circuit of New York has joined the Theatre Owners of America, it was revealed here Monday by Alfred Starr, retiring president of the exhibitor organization. Starr stated that the joining by Century, and earlier by the Stanley-Warner circuit, marks the beginning of affiliations by other theatre companies.

The matter of selecting a time and place for the mid-winter board meeting was set aside until a later date. There appeared to be no agreement on the selection of a city, some favoring California, others Washington. It was proposed by Julian Brylawski that there be board meetings four times a year because of the many new problems facing the industry. Washington was favored by some because of the imminent consideration of the admission tax repeal at the time of the meeting, probably late in February, while others preferred the Coast because of production problems.

Scrolls for Congressmen

A request by some equipment companies to be allowed to join TOA as associate, non-voting members was voted down by the board, which wanted to keep the association strictly for exhibitors.

Scrolls expressing the appreciation of TOA for their efforts in behalf of the tax repeal bill are to be presented to Congressmen Noel Mason, who introduced the Mason Bill, and to Leo Allen, chairman of the House Rules Committee. The scrolls were prepared by Dick Pitts, TOA public relations director.

Tells of Powerful Future Arc Lamps

CHICAGO, Nov. 3. — Although projection arc lamps now available more than fulfill present requirements, even more powerful arcs are in development in the foreseeable future. This was revealed at the TESMA-TOA convention today by Arthur Hatch, vice-president in charge of engineering for Strong Electric Corp.

Stating that there never has been a status quo in projection arc development, Hatch said that usually "we have the lamp of the future on the drawing board at the same time we are announcing a current new lamp." As an example, Strong for the first time is publicly showing the super "135" arc lamp, while in the laboratory and engineering departments Strong has for about two years a lamp capable of projecting 60,000 lumens to a screen, which, Hatch said, is far in excess of anything ever made before for the theatre. The greatest Lumen output of any lamp in production, the Strong "135" is less than half that figure, he said.

Not Usable Today

Hatch said that theatres, projection practices and associated equipment, are not ready now to utilize a lamp of this type. Today's projectors, having optical clearance for only F2.0 systems, could not possibly pass the high speed beam from this lamphouse and present projection lenses would likewise be inadequate in acceptance style. Furthermore, Hatch said, even if all projection equipment could be house, there is no combination of film base and heat removing means available that would allow projection of film to be accomplished without film destruction. He said, however, that when the market is ready for this big Strong lamp, the company will announce it.

Illinois Exhibitor Lauds Trade Press

CHICAGO, Nov. 3.—Ed Zorn, Illinois exhibitor, at the Theatre Owners of America board meeting Monday, urged exhibitors to read the trade papers more thoroughly. He said that while recuperating from a broken leg recently, he had time to read the trade press to a greater degree and that he was amazed to find that there was so much interesting and informative material which many exhibitors pass over quickly.

TOA Board to Get Recommendation That It Start Arbitration Talks

CHICAGO, Nov. 3.—A recommendation to the TOA board that it initiate discussions with distributors regarding the establishment of an industry arbitration system is expected to be offered on Thursday. This would indicate that TOA is willing to pursue a plan without Allied's participation.

The arbitration issue was discussed here last night at an executive committee meeting which lasted until after midnight. While a number of subjects were discussed, it is reported that arbitration held an important place on the agenda. The executive committee members, it was learned, are not unanimously in favor of arbitration but the majority are anxious to get a plan under way. The arbitration committee submitted its report to the executive committee, but details are being withheld until the board meets on Thursday.

Bob Wilby said there was no reason why TOA could not institute an arbitration system without Allied. If the machinery can be set up with distributors, he said, the service can be utilized by any exhibitor regardless of affiliation.

"Let's get a system started," he said, "and it doesn't matter who gets the credit for it."

Cole at TOA Meet To Plug Tax Drive

CHICAGO, Nov. 3.—Col. H. A. Cole is here as a representative of the Council of Motion Picture Organization's tax committee and not as an Allied observer. Cole is trying to stimulate exhibitors into contacting their Congressmen and getting the tax repeal campaign in motion.

Cole said it was somewhat discouraging to find that many exhibitors in the field are not following through on the campaign. He stressed the necessity of re-contacting their Congressmen for their support. He said that the groundwork had been laid in the previous campaign and that the principal job was to call on their Representatives for a re-pledge of their support. Cole also said that many exhibitors who have followed up on the campaign have failed to make a report to to the New York COMPO office so that progress can be determined.

Morris Loewenstein of Theatre Owners of Oklahoma said that all of the state's Congressmen and Senators were being invited to a "Congressional luncheon" to be held in connection with the unit's convention in Decmber.

To Continue NETTC As Separate Entity

CHICAGO, Nov. 3.—The National Exhibitors Theatre Television Committee, meeting here during the Theatre Owners of America convention, voted on Monday to continue the group as a separate entity for the furtherance of theatre TV. It was voted to file the appplications with the FCC for theatres' own channels on an inter-city, intra-city, or both, basis.

The NETTC originally was formed to get the FCC to recognize theatre TV as an existing service and the committee now will expand its scope. It was voted to petition major manufacturers to change equipment to accommodate a different aspect ratio—that is, a large screen instead of the present 4-to-3 scale. It was further resolved to discuss with the manufacturers the possibility of conducting research so that theatre television can be supplied in color.

Encourages BOT-TV

The NETTC voted to encourage Box Office Television, Inc., in its plan to rent receiving sets on a large scale program.

A committee was formed to map a system of financing the organization. This group, with Fred Schwartz of New York as chairman, consists of Mitchell Wolfson, Miami; Donald Schine, Gloversville, N. Y.; Arthur Lockwood, Boston; Jay Solomon, Chattanooga, and Phil Harling, New York.

Hugo Fregonese Is Signed by Panoramic

HOLLYWOOD, Nov. 3. — Hugo Fregonese has been signed to direct the Charles Kaufman-Franklyn Coen screenplay based on the "Saturday Evening Post" story about the Civil War, "The Affair At St. Albans," for Panoramic Productions. Producer Leonard Goldstein has simultaneously announced the signing of Van Heflin as the male star.

Goldstein and Fregonese were scheduled to leave here for Spain early this month to begin preparations for the filming there of Panoramic's "A Matter of Life And Death." However, cabled weather reports indicate that the unsettled winter season has started early, and Goldstein has decided to abandon the project until spring.

Meanwhile, Fregonese is also planning to produce "Don Quixote" independently in Spain next year.

Walter Reade

(*Continued from page* 1)

and executive committee; Charles P. Skouras, honorary board chairman, and the following executive committee: Art Adamson, Tom Bloomer, Jack Braunagel, C. E. Cook, Ed Fabian, L. S. Hamm, Russell Hardwick, Mack Jackson, George Kerasotes, Arthur Lockwood, Morris Loewenstein, Roy Martin, Martin Mullin, J. J. O'Leary, Sam Pinanski, Elmer Rhoden, J. J. Rosenfield, William Ruffin, Jr., A. Fuller Sams, Jr., Jay Solomon, Morton Thalhimer, David Wallerstein, R. B. Wilby and Nat Williams.

Standing committees, chairmen and co-chairmen: research, Myron Blank and Elmer Rhoden; organization and membership, George Kerasotes and E. D. Martin; COMPO, Sam Pinanski and Pat McGee; theatre television, Si Fabian and Mitchell Wolfson; national legislation, Julian Brylawski; state and local legislation, Robert Bryant and Lamar Sarra; legal advisory, Herman Levy; film reviewing, H. F. Kincey; drive-in theatres, Jack Braunagel; arbitration, Robert Wilby and Alfred Starr; building and safety codes, Henry Anderson; concessions, Herbert Hahn and Andrew Krappman; theatres and accessories, Joseph Zaro and Lucian Pope; public relations, Elmer Rhoden and Emil Bernstecker.

In his acceptance speech as the incoming president, Reade said that he would strive to fulfill TOA's aims, including that of setting up a single association of exhibitors.

Indiana Owners

(*Continued from page* 1)

new mediums has displaced trade practices as the exhibitor's No. 1 concern, William A. Carroll, ATOI secretary, indicated.

Speakers at the opening session included Robert Coyne, COMPO special counsel; H. E. Bragg, assistant chief of research for 20th Century-Fox, and William Rosensohn, vice-president of Boxoffice Television.

Exhibitor problems also were discussed with a panel of insurance experts.

The new board will meet tomorrow to elect officers. Speakers to be heard tomorrow will include Albert E. Sindlinger, industry statistician; Abram F. Myers, board chairman of national Allied, and Edward Raub, Jr., ATOI counsel. The annual banquet tomorrow night will close the convention.

Clinics are in charge of J. P. Finneran, for small and medium towns; Rex Carr, for cities and subsequent runs, and Dick Pell, for drive-ins.

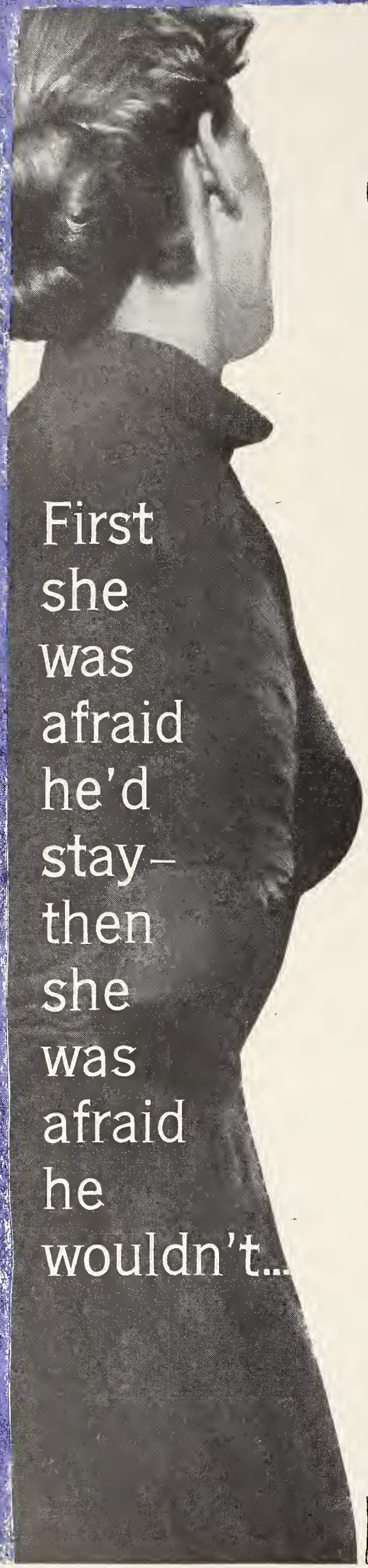
Mobile Cinerama Probable: Fabian

CHICAGO, Nov. 3. — Plans whereby mobile units may transport Cinerama equipment from city to city are in work, Si Fabian said Monday at a demonstration of the process at the Palace Theatre here. While not going into detail, Fabian said that the engineers say that the portable units may be set up on a fleet of trucks. Approximately 1,200 persons attended the Cinerama showing.

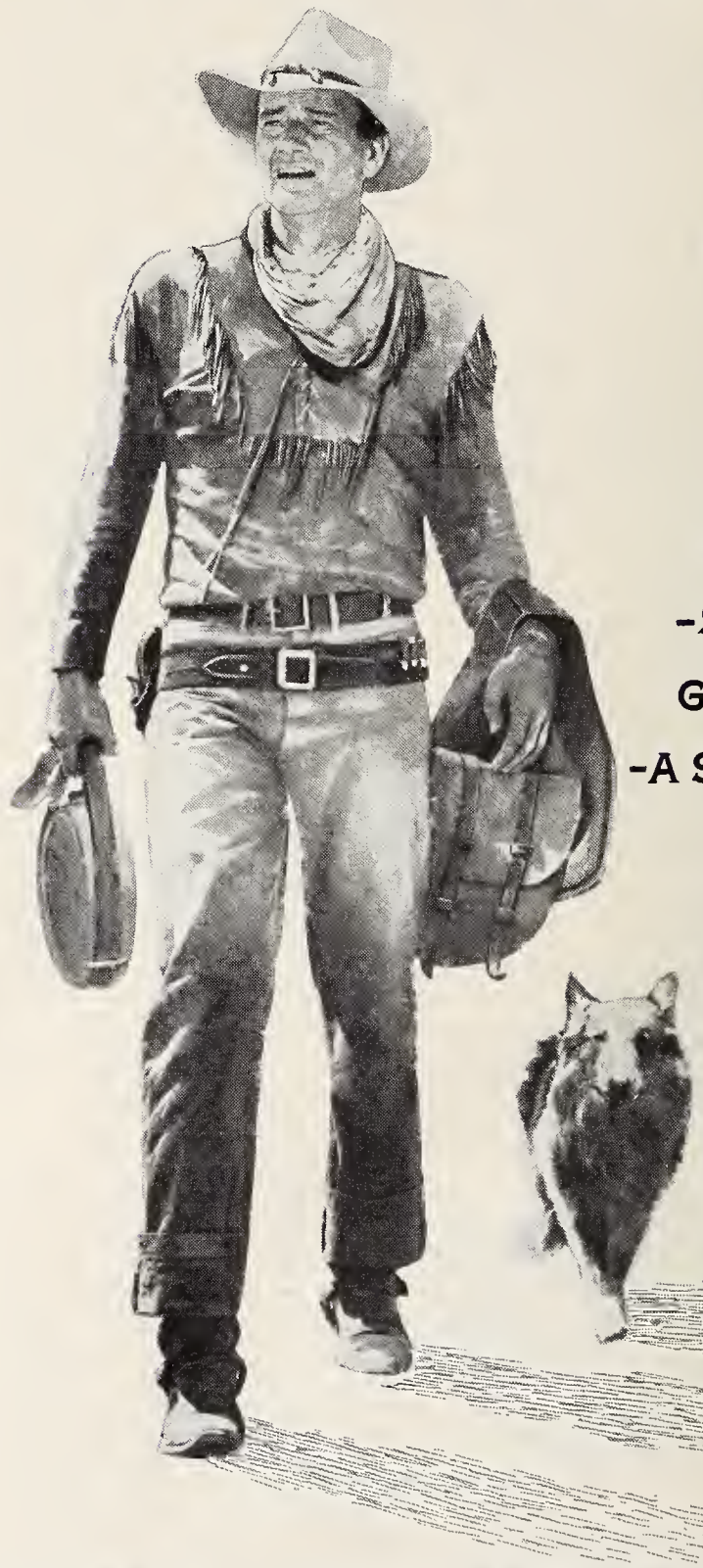
JOHN WAYNE

...They called him

"Hondo"



First she was afraid he'd stay– then she was afraid he wouldn't...



HOT BLOODED WITH THE HEAT OF THE PLAINS THAT BRED HIM –SILENT AS GUNSMOKE –A STRANGER TO ALL BUT THE SURLY DOG AT HIS SIDE...

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THIS PICTURE CAN BE EXHIBITED ON WIDE SCREENS

3-D 'Kate' Test

(Continued from page 1)

form, the picture will be switched to 3-D for the hold-over period. The sixth city, Evansville, Ind., where the film had been shown in conventional form, was said to be insufficient in size to warrant a second week.

M-G-M, taking note of the wide industry interest in the test, stressed that in all cases the business done was on a par with what may be expected of top pictures. However, the company said, "the result in the 3-D towns was 40 per cent better than in the standard towns. This average was augmented by the results in Texas. Dallas was 60 per cent better than Houston."

"Some of the critics," the report continued, "who were opposed to 3-D presentations, admitted the possibility of error in their pre-opening judgment."

"In the light of these experiments," said Charles Reagan, general sales manager for M-G-M, "we strongly urge theatres to play 'Kiss Me Kate' in 3-D. We are furnishing prints in standard dimension as well as in 3-D, but it seems that good business indicates 3-D."

Call for Code As Censors Irk Italy

ROME, Nov. 3.—Italian producers and the press once more are looking with renewed favor on serious enforcement of the industry's voluntary production code following widespread dissatisfaction with recent decisions of the government censors in connection with newly released films here.

An editorial in the current trade weekly, "Cinespettacolo," declares that the production code, like many another intelligent and useful effort, went by the wayside and the trade now realizes its error. Italian producers, the editorial states, were wrong in permitting this to happen because, in so doing, they renounced democratic self-control in favor of government censorship.

The industry's voluntary code was patterned on Hollywood's Production Code, which was described to trade leaders here some years ago by Martin Quigley, Jr., editor of "Motion Picture Herald."

Goldenson to Speak

Leonard Goldenson, president of American Broadcasting - Paramount Theatres, will be guest speaker tomorrow at the regular luncheon of the Security Analysts Association at Schwartz's Restaurant.

RKO Theatres in Rebuttal

(Continued from page 1)

following: 20th-Fox, George P. Skouras, president of Skouras Theatres; Charles P. Skouras, president of National Theatres, Spyros P. Skouras, president of 20th-Fox; and a number of subsidiary and affiliated corporations of Skouras Theatres.

RKO Theatres' answer, filed by the law firm of O'Brien, Driscoll and Raftery, charged that the plaintiffs and additional defendants had "dominance" and "control" by virtue of their alleged tremendous buying power over the allocation and distribution of pictures.

The answer charged that as part of the alleged plot an agreement was secured under which Skouras Theatres received an exclusive license for the playing of 20th-Fox pictures. RKO Theatres claimed that despite the illegality of that agreement, which was said to be terminated in 1947, Skouras Theatres continues to have the "same rights to exhibit Fox product."

'Pooling' Charged

The 24-page RKO Theatres brief recited what it claimed to be an income pooling arrangement among the Skouras brothers which ran from 1931 to 1951, under which Charles P. Skouras and Spyros P. Skouras received 37½ per cent of the combined earnings of the three brothers and George P. Skouras, 25 per cent. This alleged arrangement was claimed to be part of the conspiracy to discriminate against RKO Theatres in the New York Metropolitan area.

In addition, RKO Theatres claimed Skouras Theatres compelled it to share the income and profits of some of the RKO Theatres, beginning in 1931 and continuing to the present with Skouras Theatres. The RKO circuit claimed in order to procure 20th-Fox product, RKO was allegedly coerced to pool the operations of its RKO Jefferson and RKO Coliseum with the Academy of Music and Audubon theatres, owned by Skouras Theatres.

Another pooling agreement, it was charged, provided that 40 per cent of the earnings of the RKO Proctor Theatre, Newark, would go to the Skouras Theatres Corp. until 1937, and thereafter the percentage was increased to 50 per cent to Aug. 31, 1952, with an option for 15 more years. RKO, in addition, it was alleged, was compelled to share the losses until 1941 of the Terminal Theater, operated by Skouras Theatres, in Newark.

Other pooling arrangements were held to be coerced for the RKO 81st Street Theatre, which was said to be in force until 1947, and the RKO Midway, an arrangement which began in 1941. It was further alleged that after 1948, houses of the Skouras Theatres were moved up to the same run as first-run neighborhood houses of RKO Theatres.

The answer, in addition to seeking triple damages, seeks a permanent injunction restraining the plaintiffs and additional defendants from attempting to allegedly monopolize exhibition of motion pictures in the New York Metropolitan area. Skouras Theatres and affiliated companies were said to operate or control about 120 theatres in the Metropolitan area, while the RKO circuit was said to have 14 houses in the same area. The answer also asks for dismissal of the complaint as to RKO Theatres. It cited as "partial defense" two New York State acts limiting the amount of damages sought by Skouras Theatres up to June 4, 1947, and June 4, 1950.

Original Suit Filed June 4

The original suit, filed June 4, 1953, by Skouras Theatres is believed to be the largest anti-trust action filed by exhibitors in the industry's history. It named as defendants every major distributor with the exception of Loew's and 20th-Fox. It charged unreasonable clearance and runs designed to favor affiliated circuits, including Warner Brothers and RKO Theatres.

Milton Weisman, attorney for Skouras Theatres, when asked for comment on the answer of RKO Theatres said he "welcomes such a lack of a true defense," charging that the answer was "nonsense."

Officials of 20th-Fox could not be reached for comment.

Michigan Allied Aids Tax Drive; Board Set

DETROIT, Nov. 3.—Plans are now in the making for a renewed drive by Allied Theatres of Michigan for removal of the 20 per cent Federal admission tax following the plea made at the recent convention of the organization by Robert W. Coyne, special counsel for the Council of Motion Picture Organizations.

Newly-elected directors of the unit are Al Ackerman, Detroit; Joe Denniston, Monroe; Bob Pennell, Bronson; Henry Carley, Allegan; Martin Christiansen, Muskegon; Pearce Park, East Lansing; Irving Belinsky, East Detroit; R. W. Beechler, St. Johns; Emmet Roche, Hart; Ed Johnson, Bay City; Martin Thomas, Menominee; P. J. O'Donnell, Ironwood; Lou Wisper, Detroit; Alden Smith, Royal Oak; B. L. Kilbride, Detroit; John Lachos, Flat Rock; Adolph Goldberg, Detroit, and Frank Forman, Oxford.

Pay, Work Week Off At Studios in Sept.

HOLLYWOOD, Nov. 3.—Average weekly earnings of craft union workers in the studios dropped from $116.16 in August to $107.40 in September, according to the State Department industrial relations monthly report. The drop reflected a decrease in the average work week from 41.4 to 38.6 hours.

U-I's Ratio

(Continued from page 1)

CinemaScope process would not be affected, Muhl made it plain. He said U-I has not yet selected a story for its first CinemaScope production but the studio's general idea in that regard is to use material of the adventure-melodrama type, believing that to be better suited to the CinemaScope process than a straight dramatic story.

Muhl said that U-I's policy in using CinemaScope will be to film such a production in a standard version also for "proteection," but the studio feels that to do so would be "very costly" and no means of solving the cost problem have been discovered as yet. He added that some solution may be forthcoming soon, however.

"We want to continue to service a lot of theatres which will not be equipped to play CinemaScope in the immediate future," Muhl said. "I feel that CinemaScope is the best widescreen system developed thus far but there certainly will be a large market for standard films for some time to come and we intend to serve that market."

Will Continue 3-D

Alfred E. Daff, U-I executive vice-president, said the company's policy with respect to 3-D films will be similar. He said 3-D still is popular in many areas and U-I will continue to make films in that process but conventional versions of the same films also will be available. It will be optional with exhibitors which version is played.

He added that 3-D continues in demand in many foreign markets, too, and that all-time records were established by some of the company's 3-D releases in Brazil recently.

Daff expressed the opinion that the new techniques are not essential to some stories and U-I will endeavor to use them only in instances where it is believed they will constitute a plus-factor for a particular property.

Muhl will remain in New York until the end of the week to confer with home office executives and the board of directors on budgets, studio policies and administration. The visit, he said, is in the nature of an annual one customarily made at the end of the company's fiscal year, Nov. 1.

Rev. J. A. Pike Will Address Pioneers

The Very Rev. James A. Pike, J.S.D., D.D., the dean of the Cathedral St. John Divine, New York, has accepted the invitation of the Motion Picture Pioneers to be a guest speaker at the 15th annual dinner on Nov. 12 at the Astor Hotel.

Reverend Pike is one of two dozen figures from the church, the film industry and civic and industrial life, who will attend the dinner which will honor Barney Balaban, president of Paramount, who was named "Pioneer of the Year."





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LOS ANGELES

HERALD EXPRESS

By JIMMY STARR

Motion Picture Editor of the Evening Herald and Express

This seems to be a year of surprises in Hollywood... wide screen is here to stay, now the movie town has settled down to the making of extraordinary entertainment...

And it isn't surprising, either, that Allied Artists, a small but ambitious firm, can bounce forth with some very outstanding offerings...

One of these "sleepers" (as they are called professionally) is "Jack Slade," a Lindsley Parsons production of violence in the west...with a grim spirit, such as became popular with "High Noon" and "Shane," Warren Douglas constructed the script of "Jack Slade" to a point of super-violence...

Slade, brilliantly portrayed by Mark Stevens, is a killer who doesn't want to kill but is forced to by necessity...much credit for the tautness of "Jack Slade" belongs to Director Harold Schuster, who deftly managed to weave an exciting but tragic love sequence between the startling blasts of the six-guns...

The cinematic stock of Mark Stevens rises to new points of interest with his dramatic character study of Slade... and Dorothy Malone, a talented beauty, should really get important roles in the future ...she's proved her ability... Harry Shannon, Barton MacLane, Paul Langton and John Litel round out the cast that is excellent...

"Jack Slade" has all the bullet marks of hitting a big score with the film fans...



One of the nation's top newspaper columnists hails a boxoffice smash!

If You Need A Big One RIGHT NOW... Wire or Phone ALLIED ARTISTS Today!

Schwartz, Grainger Report Stock Deals Through the SEC

WASHINGTON, Nov. 3.—Sol A. Schwartz bought 2,000 shares of RKO Theatres Corp. common stock during September, boosting his holdings to 4,500 shares, according to the latest monthly Securities and Exchange Commission listing of trading by officers and directors in film company stocks.

James R. Grainger was listed as buying 200 shares of RKO Pictures common in May, his entire holding. John B. Bertero reported buying 300 shares of National Theatres common, for a total holding of 1,700 shares. Peter Colefax reported buying 100 shares of National Theatres in August and another 300 shares in September, for a total of 2,100 shares.

An Albert Warner trust account bought 5,000 shares of Warner Brothers common. The trust holding was thereby increased to 18,300 shares. Warner held 159,675 shares in his own name. Jack L. Warner bought 1,600 shares, increasing his holding to 232,699 shares, plus 12,750 shares in trust accounts.

Y. Frank Freeman bought 700 shares of Paramount common, increasing his holdings to 1,800 shares. George Weltner bought 140 shares, for a total of 215.

'Legit' Theatres Join In Fight Against Tax

The League of New York Theatres, an organization of legitimate stage production houses, is stepping up its campaign for the elimination of the 20 per cent Federal amusement tax. James F. Reilly, executive director of the league, in describing the organization's plans, stated that the campaign will be extended beyond New York and Washington and will be so conducted as to obtain support on a nationwide basis.



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Television--Radio

with Pinky Herman

DAVE GARROWAY'S seven to nine ayem "NBToday" across the board series has added five more participation-sponsors. Dave has come a long way since his platter-spinning days back in the Windy City. . . . The American Male's ABChampion against the "deadly" female next Saturday on "Leave It to the Girls" (7:30 P.M.) will be Edward Everett Horton. (Tip to Maggi McNellis: "Ev" don't look it but he's a cat that's hep.) . . . The mail pull of the "NBCan You Top This?" quarter-hour strip jumped to over 700 pieces after the third week. However, to this reporter, who has enjoyed many a hearty laugh at the funny stories, puns and quips of "Senator" Ford, Harry Hershfield, Peter Donald et al, it appears that this show would snare a sponsor if its format were revised to a half-hour-once-a-week. . . . With Hal Moore returning to WNEW, Gabe Millerand, one of KYWaker Town's most -listened-to deejays, takes over the night time platter series. . . . Fred Waring and his Pennsylvanians leave next Monday for a four-week concert tour of the Mid-West and South, returning to Gotham Dec. 13 for their General Electric CBS-TV show.

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Charles Sanford, musical director of "Your Show of Shows," who is easily one of TV's top-flight conductors, rounding out his sixth year of association with producer Max Liebman. . . . Hope Miller, who appeared with Sarah Churchill on Sunday's "Hallmark Playhouse," is wife of Nat Kahn, "Hollywood Reporter" editor. . . . Produced by Paul Tripp, a new series, "Riverboat Revue," featuring moppet talent, will bow into the Sunday WCAU-TV schedule with the station's musical director Dave Stephens waving the baton. . . . Athena Lorde, one of our better thespians, will be seen as the femme lead in the Nov. 13th edition of "The Big Story" on the NBChannel. . . . Everyone concerned rates the ABCongratulations pouring in for the truly great TV debut made by U.S. Steel's Theatre Guild production last week of David Davidson's vivid war drama, "P.O.W." Utilizing Hollywood's flashback technique to advantage, director Alex Segal, with inspired performances by Gary Merrill, Richard Kiley, Phyllis Kirk, Brian Keith and the entire cast, did one of TV's outstanding dramatic accomplishments thus far.



Charles Sanford

☆ ☆ ☆

Sterling TV Corp. will handle American and Canadian distribution for 13 Emerson Yorke sport, travel and variety productions, heretofore restricted to TV. Pan-American Productions will release the telefilms (with special Spanish sound track) for the Latin-American TV market. . . . Betty Hutton's great show at the Palace Theatre in N.Y. brought to maestro Vincent Lopez' mind a clever novelty ditty he'd written years ago titled, "The Definition Song," which first gained La Hutton attention. Lopez dusted off the original manuscript of the tune and with a consistent radio-TV plug, is giving Mills Music another potential Hit Parader. . . . Guy Lombardo ork will WNBTee off a new musical series (Fri. at 7-7:30 P.M.) for Lincoln-Mercury dealers of N.Y. Program will feature dance music direct from the Roosevelt Grill with weekly guests interviewed by Guy. First visitor of course will be L.-M.'s greatest booster, Ed Sullivan.

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Martin Jones, producer-director-writer of Broadway, radio and TV productions; Henry Olmstead, internationally-known electronics tycoon, and Gordon Knox, head of the Princeton Film Center, Inc., and producer of "Jet Fighter" for the ABC-TV Album and portions of Ford Foundation's "Omnibus," have formed a new TV production film. Product will consist of adventure and dramatic telefilms with Marine Corps background and featuring different casts. Scripts are by George Roy Hill and Morton Wishengrad, both with numerous film credits, and initial pix goes into production Monday at Quantico, Va., with Jones at the helm.

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LOTSA DOTS . . . David Wear, former Wm. Morris staffer on the Coast, has been named coordinator of sales for Goodson-Todman. . . . Florence Rinard, panelist on DuMont's "Twenty Questions," will receive the honorary degree of Doctor of Humane Letters from De Pauw U. Nov. 16. Her husband and co-panelist received a similar degree last month from Franklin & Marshall College.

21 More Openings for 20th's CinemaScope In U.S. and Canada

With theatre installations of CinemaScope equipment proceeding at an accelerated pace, 20th Century-Fox's "The Robe" will be opened this week in 21 additional theatres in the United States and Canada, bringing to 80 the number of theatres showcasing the production.

"The Robe" opens today at the Lincoln, Springfield, Ill.; Orpheum, Tulsa; Fox, Bakersfield; Crest, Fresno; Norva, Norfolk; Majestic, Providence; Colonial, Akron; Paramount, Wilkes Barre, and the Comerford, Scranton.

Eight Bows Tomorrow

Eight openings are scheduled for tomorrow, at the Rialto, Louisville; Paramount, Montgomery; Miller, Augusta; McDonald, Eugene, Ore.; Montana, Butte; Chief, Pocatello; Fox, Billings, Montana, and the Capitol, Calgary.

On Friday the picture will open at the California, San Jose; Gillioz, Springfield, Mo.; Kearse, Charleston, W. Va., and the State, Harrisburg.

Army Cites Wallis Film for 'Realism'

The United States Army has cited the "realism" of the Hal Wallis-Paramount production, "Cease Fire!" which was filmed with stereoscopic photography under Korean battle conditions, following its screening in Washington for top ranking Army officials.

The Washington screening was attended by Wallis and his partner, Joseph Hazen; Owen Crump, who directed; Major Raymond Harvey, Congressional Medal of Honor soldier, who acted as technical adviser, and Robert Denton, Paramount representative in Washington.

Pedro Diaz Promoted To New RKO Post

Pedro Diaz has been promoted from assistant manager in Colombia, to manager for Peru, succeeding Erich Steinberg, RKO Radio foreign manager Alfred Crown reports.

Steinberg arrived in New York Monday to confer with home office executives prior to announcement of his new assignment.

Greshler Film to Open

HOLLYWOOD, Nov. 3.—Abner Greshler's production, "Yesterday and Today," has been set to open simultaneously on a double bill with Warners' "So Big" at the two local Paramount Theatres tomorrow. Release of Greshler's feature, which is highlighted by clips from old-time screen classics ranging back to 1900, has the backing of the Chamber of Commerce as a tie up with the Hollywood "50th Anniversary Celebration" which it is sponsoring.

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Specialists to Motion Picture Industry

National Pre-Selling

WE AREN'T acquainted with many millionaires who are either bachelors or in the foot-free classification. This reflective thought was inspired by Marilyn Monroe's full page picture photographed against a backdrop and the one on the front cover of "Look's" current issue. Marilyn's next release is the CinemaScope production of "How to Marry a Millionaire." Although our knowledge of millionaires is limited, we don't think Marilyn will meet insurmountable obstacles in "How to Marry a Millionaire." That girl could even marry a Harvard man.

•

"The Actress" and "Forever Female," both pictures based on life behind the legitimate theatre's asbestos curtains, are among the films reviewed and recommended in the November issue of "Woman's Home Companion." Ginger Rogers and Paul Douglas are starred in "Forever Female," while Jean Simmons and Spencer Tracy portray the featured characters in "The Actress."

•

"Prince Valiant's" star, Bob Wagner, will have a considerable amount of space devoted to his biography in the Nov. 22 issue of "American Weekly." "Prince Valiant" is a CinemaScope production.

•

"Kiss Me, Kate," reports Larry Thomas in "American Magazine's" Nov. issue, "is the story of two quarrelsome stage stars who play the leads in a musical version of Shakespeare's 'Taming of the Shrew.' Their offstage fights almost wreck the show, but the bard wins in the end, and the stars wind up in each other's arms."

•

"The Night Is My Kingdom" is one of the pictures reviewed in the Nov. issue of "Seventeen." Ed Miller reports "it is absorbing story from France about the world of the blind. Jean Gabin plays a rugged, athletic railroad engineer who loses his sight in an accident. Gabin does a superb job in the Arthur Davis release."

•

"The Amazing Story of Walt Disney" is running in the "Saturday Evening Post." The story is in two parts and is illustrated by color photographs taken at Disney's home.

•

"Torch Song," "Blowing Wild" and "Kiss Me, Kate" are recommended by Ruth Harbert in the Nov. issue of "Good Housekeeping."

•

"The Living Desert," reports Florence Somers in the November issue of "Redbook," "is one of the most fascinating and entertaining pictures in release, even though there's not a human being in the film. Imagine scorpions square-dancing in the moonlight? Or big lumbering tortoises fighting over what is, to them, a most desirable female? Or a mother-rat courageously kicking dirt in a snake's eyes to protect her young? These are only a few of the exciting sequences which Walt Disney brings you in his first full-length true-life adventure film."

WALTER HAAS

New Media Is Vital, Shea Conclave Told

PITTSBURGH, Nov. 3.—Countrywide discussions concerning new motion picture projection processes such as CinemaScope, 3-D and wide-screen are bringing a renewed interest in films that is vital to the present and future success of the industry, Gerald Shea, president of the Shea Circuit, told delegates to the annual general meeting held here at the Hotel Roosevelt.

With respect to the new processes, it was pointed out that six Shea theatres are now installing CinemaScope equipment: Colonial, Akron; Paramount, Youngstown; Shea's, Erie; Fulton, Pittsburgh; Shea,'s Jamestown, N. Y.; and the State, in Manchester, N. H.

Proceeding 'Cautiously'

Shea said that while the Shea circuit was committed to cooperate 100 per cent with 20th Century-Fox in the matter of CinemaScope, a policy of proceeding "cautiously" in adopting the process was urged since cost factors and potential earnings would of necessity have to be fully analyzed.

Many of the circuit's houses already have all-purpose wide-screens in use, and present plans call for installations in all first-run locations by the end of the year.

Gov't 16mm Suit Gets All Interrogatories

HOLLYWOOD, Nov. 3.—All 12 defendants in the Government's 16mm suit against major producers met today's deadline for returning their interrogatories, assistant U.S. Attorney James W. McGrath said, but Republic Pictures will be allowed a fortnight in which to complete compiling information called for by one question in its interrogatory. McGrath said the next step on the Government's part will be the inspection of certain documents, followed by the taking of depositions, with the court expected to call a pre-trial conference when this work has been completed. McGrath declined to estimate how long these preparatory steps may take, but indicated several weeks will be consumed.

France, Spain Top MPEA Agenda Here

The film situation in France and Spain will be discussed today at a meeting here of the Motion Picture Export Association.

The MPEA meeting was called in the midst of negotiations in Paris seeking a new U. S.-Franco film agreement. The old agreement expired four months ago, but was extended to November. Regarding Spain, Griffith Johnston, MPEA economist presently in Paris, is slated to visit Madrid shortly in an effort to work out a new Spanish-American pact.

Betty Hutton to Start Sophie Tucker Film

Betty Hutton and the "All Star International Show" today will start its final week at the RKO Palace Theatre here, thus completing a limited, reserved seat engagement of four weeks. Miss Hutton will leave for Hollywood after her Palace run to prepare for her own independent film production of Sophie Tucker's life story, "Some of These Days."

'Codes' Not Only for Immature: Vizzard

HOLLYWOOD, Nov. 3.—Jack Vizzard, staff member of the Production Code Administration, told U.S.C. students in a mass-communications course today the "idea that the Production Code is concerned only with immature and impressionable members of the audience is naive and narrow. There is such a thing as public corruption, and that includes adults. The notion that once one reaches voting age he is morally unassailable is contradicted by both history and common sense."

Loew's Divorce

(*Continued from page* 1)

to give it was that a company retirement plan goes into effect March 1, 1954. Loew's declared that many key employes were expected to retire on that date, and that the loss of these workers would be particularly damaging if it came right on the heels of divorcement, before new workers could be trained as replacements.

The Aug. 31 date also seemed a natural one, Justice officials explained, because that is the end of Loew's fiscal year.

No Extension Asked

Justice spokesmen emphasized that no other deadline is affected by the postponement. Specifically, they said, there is no change in the Feb. 6, 1955, deadline for completing the actual distribution of stock in the new company to Loew's stockholders. Loew's has asked for no extension in this deadline, it was declared.

A provision in the original consent decree states that if Loew's cannot complete an equitable refinancing of its funded debt between the two companies by Feb. 6, 1955, it can ask the New York Federal court to retain all stock in the theatre company until Feb. 6, 1957, provided that the Federal court appoints and governs half of the Loew's directorate during that period.

'Flight Nurse' Bow In Capital Tonight

Republic's "Flight Nurse" premieres tonight at the Ontario Theatre in Washington, where the opening of this Joan Leslie-Forrest Tucker starrer will be sparked by the presence of Miss Leslie and Richard Simmons of the cast, high-ranking dignitaries of the Air Force, and the participation of various Air Force units in ceremonies.

Gen. Harry Armstrong, Air Force Surgeon General, and Col. Verena Zeller, Chief of Air Force Nurses, will be among Air Force personnel present. C. Bruce Newbery, Republic's director of sales, and James V. O'Gara, division sales manager, will attend the opening.

See Record for 'Violated'

"Violated," which had its premiere in Buffalo at the 300-seat Mercury Theatre, broke every existing house record by more than 50 per cent, taking in $4,498 in the first three days of its engagement, according to Palace Pictures, which is headed by William Holland and William Mishkin.

Grid Telecast

(*Continued from page* 1)

this year. The game, although it did not draw as well as the Georgia Tech event, indicated that the telecast series is building an audience, the BOT spokesman added.

The following grosses, according to BOT, were realized in the subsequent situations: Marbro, $2,100; Crown, $1,100, Chicago; Marine, $1,200; Prospect, $1,700, Brooklyn; Rivoli, Toledo, $1,100; Grand, Albany, N. Y., $850; Hollywood, Detroit, $600; St. James, Asbury Park, $450; Stanley, Baltimore, $1,050; Stanley, Philadelphia, $1,020.

BOT, in addition, announced that Loew's State, Boston, will join the football telecast network this Saturday when the Notre Dame-Pennsylvania game will be played at Philadelphia. Also slated for this Saturday's game, it was disclosed, is the New Theatre, Elizabeth, N. J., where the first Snaider TV set has been installed under BOT's leasing plan.

1,025 at Albany's Grand for Game

ALBANY, N. Y., Nov. 3.—Attendance at the Notre Dame-Navy football game last Saturday in Fabian's Grand was approximately 1,025 compared with 960 the previous week and 500 the first time. The number of children at 50 cents was larger compared to the number of adults at 85 cents, due in part to a Tarzan picture.

The percentage of parents accompanying their sons was higher. Manager Paul Wallen said concessions business improved again because of the children. The pickup was alert, clear and sharp.

Football-TV Grosses Recede in Chicago

CHICAGO, Nov. 3.—Despite optimistic predictions by chain executives here, last Saturday's large-screen telecast of the Notre Dame-Navy football game fell far below the previous week's in attendance, as the Essaness Crown drew 850 people compared with last week's 1,150, and the B. & K. Marbro dropped off from 3,800 attendance to 2,400. Both theatres charge $1.50 including tax for the football games.

Baltimore House is One-Third Full for TV

BALTIMORE, Nov. 3.—The Stanley Theatre, with a seating capacity of 3,000, was about one-third sold for Saturday's telecast of the Notre Dame vs. Navy game. Most of the tickets, sold on a general admission basis of $1.50 for all locations, were purchased Saturday. There was very little advance sale.

September Tax Total Over '52 in Chicago

CHICAGO, Nov. 3.—The theatre box-office continued on the upgrade here, with October city amusement tax collections, on September receipts, showing a take from theatres of $106,669, compared with $100,808 for the same month last year, and the year to date totalling $1,086,153 against $1,059,467 in 1952. This trend is reversing the downbeat shown in city tax collections ever since the tax first was imposed in 1948 until a few months ago, when business began to pick up.



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Checks Proxies

Allied Seeks Director on Film Boards

Might Pool Stock Now Owned By Exhibitors

COLUMBUS, O., Nov. 4.—That Allied States is seriously pressing its recent convention proposal to exercise a stockholders' voice in major company policies and that activation of the plan includes the possibility of electing an exhibitor representative to the boards of directors of key film companies is indicated in a current membership bulletin of the I.T.O. of Ohio.

Robert A. Wile, executive secretary of the Allied-affiliated organization,

(*Continued on page 6*)

AMPP and IATSE Sign a New Pact For Four Years

HOLLYWOOD, Nov. 4. — The Association of Motion Picture Producers and the International Alliance of Theatrical Stage Employes tonight jointly stated that an agreement has been reached on a four-year contract, retroactive to Oct. 25th, reopenable for discussion of wages and working conditions in two years. The AMPP vice-president in charge of industrial relations, Charles W. Boren, and IATSE president Richard F. Walsh said no details will be divulged, by agreement, until the business agents of all IATSE locals have had time to submit them to their memberships.

Negotiations, which continued virtually without a break during the past

(*Continued on page 6*)

O. Censor Fee Out; Exhibitors Ask Cut

COLUMBUS, O., Nov. 4.— Now that newsreels no longer are censored in Ohio, a bid is being put in for an exhibitor share in the $3 per reel censorship fee saving.

Says the I.T.O. of Ohio: "Figuring that each print can have an average of no more than three engagements, that means $1 per engagement saved. The exhibitor is entitled to at least half."

Myers Warns of New Litigation Era in Technical Policies

INDIANAPOLIS, Nov. 4.—A warning that "another era of controversy and litigation" is in the offing if other film companies follow the "restrictions and conditions that stigmatize 20th Century-Fox's present policies" on CinemaScope was issued here today by Abram F. Myers, chairman and general counsel of Allied States Association.

Myers, addressing the convention of Allied Theatre Owners of Indiana, warned that "the independent exhibitors will not suffer themselves to be excluded from this business by the selfish machinations of the film companies, the major circuits, or by any combination of those elements." He hit at 20th-Fox for what he called its "restrictions" on the make of the screen used for projection, its insistence on stereophonic sound installation in theatres, its refusal to make the CinemaScope films in conventional versions for drive-in and other situations which do not lend themselves to CinemaScope exhibition, and what he called the company's "discrimination in favor of affiliated circuits."

The Allied general counsel went

(*Continued on page 6*)

Million$ Roxy Check To 20th for 'Robe'

Al Lichtman, as director of distribution for 20th Century-Fox, has received from Dick Dickson, of National Theatres, operators of the Roxy Theatre here, a check for $1,000,000, covering film rental on the first seven weeks' run of "The Robe" at the Broadway showcase. The check is said to mark the highest total of

(*Continued on page 6*)

RESEARCH IS VITAL TODAY, TOA TOLD

Univ. Elects Walsh V-P and Treasurer

Eugene F. Walsh, comptroller of Universal Pictures since 1925 and a veteran of more than 28 years with the company, was elected vice-president and treasurer by the board of directors at a meeting here yesterday.



Eugene F. Walsh

In addition to being comptroller, Walsh also has been assistant treasurer of Universal and subsidiary companies since 1935. Prior to joining Universal, he was comptroller of the General Silk Importing Co. and before that was on the staff of Price, Waterhouse & Co. He is a graduate of New York Univer-

(*Continued on page 6*)

Matthews Elected TESMA President

CHICAGO, Nov. 4.—Fred C. Matthews, executive vice-president of Motiograph, was elected president of the Theatre Equipment and Supply Manufacturers Association at its convention here.

L. W. Davee of Century Projector Corp., was elected vice-president. The

(*Continued on page 5*)

Essential to Progress, Says Barnett; Forum Discusses New Media

By AL STEEN

CHICAGO, Nov. 4.—A permanent technical solution has not been devised on which the industry can coast for 20 years, Herbert Barnett, Society of Motion Picture and Television Engineers, said here today at the equipment forum of the Theatre Owners of America convention. More than 1,000 persons attended the session, which was believed to be the largest meeting of its kind in the industry's history.

Barnett said: "We are witnessing the gigantic efforts of the motion picture industry to restore its position." Movies again are on the march, he added, and the industry must be dynamic. Greater emphasis must be placed on research and its coordination, he said.

Donald Hyndman, sales manager of Eastman Kodak's film division, who served as moderator of the forum, said he could not see early changes in present processes insofar as exhibition is concerned; in other words,

(*Continued on page 4*)

TOA Warned to Aid Theatre TV or Lose Out to Fee System

CHICAGO, Nov. 4.—"We have the responsibility to bring to the American public outstanding events which are too expensive for free home television," Mitchell Wolfson of Miami stated here today at the Theatre Owners of America annual convention. "The American public is entitled to any service that they want to have. If you don't bring them the events they want in your theatre, someone else will provide them at home."

¶ At this morning's session which was devoted to theatre TV, Wolfson said that it was his personal opinion that there were legal and moral reasons why the Federal Communications Commission would not authorize subscriber fee television.

On the other hand, he pointed out that unless theatres are equipped for television and carry events of public interest, pressures will build up for subscription television. He cited fig-

(*Continued on page 4*)

'How to Marry a Millionaire'

[*20th Century-Fox*] *Hollywood, Nov. 4*

"HOW TO MARRY A MILLIONAIRE" blows happily sky high any possible small doubt, held in any timorous quarter, concerning CinemaScope's versatility, for although this film is as frothy, frivolous and frisky as "The Robe" was substantial and serious, CinemaScope's spaciousness and range are no less beneficial to this strictly comedic story content. If CinemaScope is equivalently congenial to stories as poles-apart as these two, there can be no question about its compatability with anything and everything in between. There is much less than no question at all about this second CinemaScope feature's box-office future—it's tremendous.

Betty Grable, Marilyn Monroe and Lauren Bacall, programmed in that order but running neck-and-neck for pre-eminence in screen presence and performance, make exploitation easy for any showman unprejudiced against pulchritude, and they act as well as they look. Billing for the opposite gender embraces William Powell, David Wayne,

(*Continued on page 3*)

Personal Mention

WILL H. HAYS today will observe his 74th birthday at his home in Sullivan, Ind.

•

WILLIAM J. HEINEMANN, United Artists vice-president in charge of distribution, will arrive in Los Angeles from New York today for conferences with independent producers on their participation in UA's yearlong 35th anniversary celebration.

•

ALBERT M. PICKUS, owner of the Stratford Theatre, Stratford, Conn., has been named a member of a citizens committee to aid in the proposal to establish the American Shakespeare Festival Theatre and Academy in Booth Memorial Park, Putney, Conn.

•

ROBERT WILE, secretary of the Independent Theatre Owners of Ohio, will speak today at a meeting of the Lions Club of Manchester, and on Nov. 11 in Roseville, Nov. 17 in Port Clinton and Dec. 10 in Ashland, all in Ohio.

•

DAN S. TERRELL, M-G-M publicity manager; EMERY AUSTIN, exploitation manager, and FRANCES LANE, BILL ORNSTEIN and NORMAN KAPLAN, of the publicity department, have returned here from New Bedford, Mass.

•

DON HARTMAN, Paramount studio production head, will deliver an address at the Seventh Annual Panhandle Dinner to be held Dec. 2 at the Ambassador Hotel in Los Angeles.

•

LEONARD LEVY, associated in New Haven law practice with HERMAN M. LEVY, general counsel of the TOA, and executive secretary of MPTO of Connecticut, has been elected president of the New Haven Young G.O.P.

•

LAWRENCE WEINGARTEN, M-G-M executive producer and MRS. WEINGARTEN, are in Amsterdam, Holland, from New York.

•

MAX HERSCHMANN, Eastern sales manager of Filmack Trailer Co., left here yesterday for Chicago.

•

ARTHUR C. BROMBERG, president of Monogram Southern Exchanges, has left Atlanta for Los Angeles.

•

PAUL F. THOMAS, treasurer of Altec Service Corp., has left here for a trip through Texas and California.

•

HENRY BLANKE is marking his 30th year as a producer with Warner Brothers.

•

BOB WALKER, Allied Artists salesman in Portland, Ore., has returned there from an Inland Empire trip.

•

LESTER DOWDELL, Cleveland booker, has returned to work following a protracted illness.

•

HAROLD HECHT, producer, has left Hollywood by plane for Mexico City.

NCCJ Dinner to be Held Here Feb. 4

The annual "Brotherhood Dinner," sponsored by the amusements industry for the benefit of the National Conference of Christians and Jews, will be held on Feb. 4 at the Waldorf-Astoria here, Emanuel Frisch, national chairman of the industry's campaign, disclosed. "World Brotherhood," Frisch added, will be the theme of the dinner.

Frisch made the announcement following a luncheon-meeting at the Hotel Astor here of committee heads planning the dinner. Attending were J. Robert Rubin, general chairman of the amusements division; Harry Brandt, Eugene Picker and Sol A. Schwartz, associate chairmen of the campaign; Max E. Youngstein, advertising and publicity chairman, and Maury Goldstein, distribution chairman.

The committee also decided to widen the base of participation in the annual dinner. In pursuance of this aim, it was agreed to add three new sections —radio-television, publishers and records. Frisch also said that this year's campaign committee would consist of the chairmen of the various sections which comprise the entire amusements industry.

Five Cents to $2 for Coast Subscriber-TV

PALM SPRINGS, Cal., Nov. 4.—The programs to be broadcast from local motion picture houses here and to be viewed on pay-as-you-see home television sets will vary in price from five cents to two dollars, depending on the length, type and quality of the show, it has been disclosed by Carl Leserman, president of International Telemeter Corp., which will start transmitting the latter part of this month.

The cost to the home viewer of seeing the latest motion pictures being shown at the community's theatres, said Leserman, will be about the same as, or slightly less than, the price of attending the theatre itself. The Telemeter slot on the television set, he said, will take nickels, dimes, quarters and half dollars.

Cohn Back from Europe

Jack Cohn, Columbia Pictures executive vice-president, has returned from a two-week business trip to London, Paris, Madrid and Rome, conferring with Columbia executives on current situations, with special attention to the forthcoming openings of "From Here to Eternity."

Callahan Opens Office

BOSTON, Nov. 4.—E. X. Callahan, Sr., formerly district manager for 20th Century-Fox here, has opened his own independent buying and booking office in the Statler Building.

In Canada Film Post

OTTAWA, Nov. 4.—Harry L. Roper, of Halifax, has been named governor of the National Film Board of Canada.

Richardson Named Para. Ass't Treasurer

James H. Richardson, senior assistant to Fred Mohrhardt, treasurer of Paramount Pictures, has been elected assistant treasurer of the company by the board of directors, Barney Balaban, president, announced here yesterday. The assistant treasurer post is newly created.



J. H. Richardson

Richardson, who has been a public accountant for 21 years and a certified public accountant since 1939, was associated with the public accounting firm of Price, Waterhouse & Co. three years before joining Paramount.

Richardson during World War II served three years with the U. S. Navy with the rank of Lieutenant Commander.

Sees New Media Aid, Not Cause of Revival

LOS ANGELES, Nov. 4.—The general revival of the motion picture industry, now conceded to be definitely on the upgrade, has been aided by, but is not the result of, new media such as 3-D, CinemaScope, Cinerama and wide-screen. This theme was emphasized in an article in the "Los Angeles Examiner" by J. W. Ward, financial editor of the paper.

In a detailed treatment of the subject on the business page of the publication, Ward attributed the upturn in the industry principally to the fact that "people like to get out, they like to rub elbows with others." What has been demonstrated during the past few months, he said, is that television is no substitute for the theatre, that its novelty has worn off and that it must now measure up to the wants of the public if it wishes to hold attention.

Calls for Story Quality

Ward advised motion picture producers to stress quality in their selection of stories, saying that if this requirement is fulfilled "the public will stay with the theatres for their chief entertainment."

Says Jersey Paper Rejects 'Moon' Ad

The "Jersey Journal" of Jersey City, N. J., has refused a 600-line reader ad citing playdates "The Moon Is Blue" has had in other cities, including some in New Jersey, without having read the copy, persons associated with the picture charged. The film was banned recently in Jersey City and an appeal is pending.

Fred Stickel, national advertising manager of the "Journal," was quoted as saying the copy was rejected for publication because of the "controversial" nature of the film.

Stormy CEA Meet Ratifies Voluntary Eady Plan Renewal

By PETER BURNUP

LONDON, Nov. 4.—Bitter opposition to Cinematograph Exhibitor Association's officers from independent exhibitor members was reflected in the organization's first vote today on the voluntary continuance of the Eady Plan, which was carried by 44 to 35 votes.

Following a legalistic ruling by John W. Davies, C.E.A. president, the delegates were required to vote according to the instructions of their individual C.E.A. branches, of which there are 25, with each entitled to one vote. The voluntary extension of the Eady Plan then was carried by a 19-to-6 vote.

C.E.A.'s general council then insisted that a deputation be appointed to meet with the Board of Trade and point out to it the impossibility of exhibitors meeting the Eady levy under existing box-office conditions. The delegation appointed includes all C.E.A. officers and four prominent members opposed to Eady continuance on the present basis, of which the influential Sir Alexander King is one. He represents approximately 900 of the better theatres in Scotland, exceeding either of the major circuits here in booking value.

Action at today's meeting will undoubtedly carry weight with the government when the planned industry demand for entertainment tax relief is made.

While a split in C.E.A. ranks over the Eady issue still is possible, all branches of the trade are volunteering their good graces in an endeavor to prevent that happening.

AMPA Course Opens Today; Daff Lecturer

"The World Situation in the Motion Picture Industry" will be the subject of the lecture to be delivered today by Alfred E. Daff, vice-president of Universal-International, at the opening session of the 1953-1954 Showmanship School to be conducted by the Associated Motion Picture Advertisers at the Hotel Astor here. Daff's talk at the session, which will start at 6:45 P.M., also will deal with the merchandising and financing of motion pictures.

Depinet, Walker on Travelers Aid Drive

Ned E. Depinet and J. Miller Walker of RKO Pictures Corp. have been named co-chairmen of the motion picture division for the annual appeal of the Travelers Aid Society of New York.

Promote Doris Williams

Doris E. Williams, formerly secretary to J. Miller Walker, RKO Pictures vice-president and general counsel, has been appointed administrative assistant to Walker, a newly created position in the home office legal department.

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SBC to Justice:

What's New on Arbitration, U.S. Decrees?

WASHINGTON, Nov. 4. — The Senate small business committee has asked the Justice Department's anti-trust division to submit a report on the progress the department is making in carrying out committee recommendations for assuring compliance with the various consent decrees in the Paramount case.

The report was requested by Sen. Schoeppel (R., Kans.), chairman of a sub-committee which held extensive hearings on film industry trade practices. In a letter to anti-trust division head Stanley H. Barnes, Schoeppel said that Barnes' answers to seven specific key questions would be used "as the basis for determining what further action should be taken by the subcommittee in its efforts to alleviate the critical situation of independent exhibitors."

Hope for Quick Reply

Committee officials indicated they hoped for an answer within two to three weeks.

Schoeppel's letter to Barnes pointed out that the committee's Aug. 3 report on the problems of the independent theatre owner made two major recommendations to improve industry economic conditions:

¶ First, it recommended the adoption of a voluntary system of arbitration; second, it urged the anti-trust division to adopt a "more forceful and vigilant" policy of enforcing the Paramount case decrees.

The sub-committee now believes it is time to check up on how these recommendations have been followed, Schoeppel wrote. "Accordingly, the sub-committee is observing closely the efforts which are being made by exhibitors and distributors to formulate a satisfactory arbitration system," he said. "Further, the sub-committee deems it appropriate to request the anti-trust division to submit a report describing its progress towards assuring compliance with the consent judgments."

Several Questions Posed

Among the questions which the sub-committee believes Barnes should cover in his report are these, according to Schoeppel:

Has the Department reached any conclusion as to whether the pre-lease practice involves price-fixing and as to whether it is legal or illegal?

Has the division ordered a review of the complete transcript of the Senate hearings, and if so, has it discovered any violations of the consent judgments?

Does the division consider it advisable to petition the courts to amend the consent judgments?

How many complaints have been received by the Department from exhibitors since July, 1953, and what percentage is this of the division's workload?

Query Regarding Personnel

What is the number of personnel currently assigned to motion picture matters?

What disposition has been made of the Reuben Shor complaints?

Does the anti-trust division contemplate using Section 6(C) of the Federal Trade Commission Act to enforce compliance with the consent judgments?

Section 6(C) of the FTC act gives the Justice Department authority to call on the Federal Trade Commission to investigate compliance with consent judgments.

Parliament to Get TV, Film Measures

LONDON, Nov. 4. — The Queen's speech opening Parliament yesterday, disclosed that the Government proposes to introduce legislation in this session prolonging the powers of the Film Finance Corp. and placing before Commons the government's policy for television development.

The latter implies a TV system competitive with British Broadcasting Corp.

'How to Marry a Millionaire'

(Continued from page 1)

Cameron Mitchell, Fred Clark and Alex D'Arcy, to carry that secondary matter no further. The Misses Grable, Monroe and Bacall do not sing or dance and don't need to, since this is not musical comedy, but their individual personalities, gifts and allures are given full effect to, in large-scale and in detail, by Joe MacDonald's careful camera and Technicolor's attentive tinting. The picture would be, in sheer fact, worth paying to see for seeing's sake alone if it didn't have any story at all—but it has.

Producer-writer Nunnally Johnson's screenplay is based remotely on two old plays called "The Greeks Had a Word for It" and "Loco." It opens with three professional dress-models pooling their funds to rent swanky quarters in New York to trap rich men with a matrimonial motive. Their experiences in this pursuit are surprising, amusing, pleasantly varied and completely entertaining from the opening sequence to closing. They are not experiences to be synopsized usefully in reports like this, but ought not to be missed, on film, by anybody anywhere who is unopposed to good clean fun.

Jean Negulesco's direction is his all-time best work. Alfred Newman conducts the 20th Century-Fox Symphony Orchestra in his own composition, "Street Scene," at the picture's start, and closes out similarly at its close.

Running time (including orchestral opening), 96 minutes. For special release.

Wins Round in Minn. Censorship Fight

MINNEAPOLIS, Nov. 4.—Benjamin Berger, president of North Central Allied and owner of the Berger Amusement Co., was victor in the first round of his battle of what he termed "one-man police censorship" in Minneapolis.

Berger won a temporary injunction against a 10-day license suspension ordered by the City Council against the Grand Theatre here, operated by his brother, Sam Berger, for playing the film "Elysia." Judge Leslie Anderson in District Court ordered the suspension stayed until Nov. 12, when a special jury will be impanelled to view the film and lobby displays. Decision on a permanent injunction is expected at that time.

The suspension grew out of a report filed by a member of the police morals squad who said he had received complaints about the picture. The report was forwarded to the City Council License Committee, which suspended the Grand's license, despite the fact that the theatre withdrew the picture when asked to do so.

To Show TV Tape Recording Dec. 1

HOLLYWOOD, Nov. 4. — The present status of tape recording of television pictures both in black-and-white and in color will be demonstrated by the Radio Corporation of America on Dec. 1 at its Princeton, N. J., laboratories, it was disclosed here by David Sarnoff, RCA board chairman.

Sarnoff declared that "RCA has achieved magnetic tape recording of color television programs as well as in black-and-white." He described the development, which does away with film processing, as holding great promise for the motion picture industry, as well as for the television industry. He predicted that further technical progress will make the magnetic tape recording process inexpensive and economical.

To Use Helicopter For 'Marry' Debut

A helicopter hovering over Times Square here will be used in conjunction with the premiere festivities of "How to Marry A Millionaire," which is slated to open Monday evening at Loew's State and Globe, it was disclosed by 20th Century-Fox.

The helicopter will be used as part of a three-way telecast covering the film's debut. Commentator Tex McCrary stationed aloft will be cut in on a television remote pick-up to describe the opening night scene as viewed from above.

Both Loew's State and the Globe will be closed during the day on Monday to permit refurbishing.

'Dark Mirror' Sale Ordered for Dec. 1

HOLLYWOOD, Nov. 4.—Federal Judge William Mathes has ordered the public sale of "Dark Mirror" on Dec. 1. The order was issued in response to a petition of the Bank of America which alleged that the picture had been pledged in 1950 by Inter-John, Inc., as security for the unpaid balance due on loans totalling $1,990,000 made to Inter-John in 1947 and 1948 to finance production of "The Senator Was Indiscreet" and "Mr. Peabody and the Mermaid."

Trouble Shooter

Trip by Maas To Near East Seen Shortly

Another trip to the Far East may be in the offing shortly for Irving Maas, head of the Far Eastern department of the Motion Picture Export Association, it was learned here yesterday following reports of a deteriorating situation in Indonesia and Pakistan.

The Indonesia and Pakistan reports, along with the situation in France and Spain, were discussed at yesterday's MPEA board of directors meeting here. Indonesia, it was stated, has imposed a new serious curtailment on the dollar remittances of film companies from that country, while Pakistan is seeking to hold down dollar remittances to 50 per cent of those in previous years in return for lifting some import restrictions.

A temporary halt in the French negotiations due to differences among elements in the French government was reported from Paris, where Griffith Johnston, MPEA economist, is one of the leaders conducting negotiations for the American side. The talks are expected to be resumed next week, amid indications that a division exists in French government circles on the subsidy question, strongly opposed by American companies. Initial reports on the talks also indicate that the French are not adverse in maintaining the 100 level of picture permits.

As to Spain, yesterday's meeting reviewed the agreement among American film companies not to pick up any new permits pending the conclusion of a new pact with that country.

Wayne to Appear at Two 'Hondo' Bows

Two personal appearances will be made by John Wayne, star of "Hondo," when that Wayne-Fellows production for Warner Brothers opens at Houston and El Paso. The Houston premiere is scheduled for Nov. 24, while the El Paso opening will be held the next day.

Rank Dates 'Robe'

LONDON, Nov. 4.—The J. Arthur Rank Organization has announced road-show policies in eight key cities for "The Robe" in CinemaScope, starting Jan. 11.

Ticket Price Rise Seen for 'Marry'

Both the Globe and Loew's State here are expected to raise admission prices slightly for the Broadway engagement of "How to Marry A Millionaire."

A spokesman for the Globe said the increased price has not been fixed as yet by the management of that theatre. "How to Marry A Millionaire," the second CinemaScope production released by 20th Century-Fox, will have its premiere at the two theatres on Monday.

Research

(*Continued from page* 1)

present new equipment will not be out-of-date in the near future. Radical changes will be in production, he said, but this will not effect the exhibitor.

Following addresses by E. D. Martin, Robert O'Donnell, Ralph Heacock of RCA, Barnett and Hyndman, exhibitors began firing questions at the panel. The panel consisted of J. Robert Hoff, Ray Colvin, Jack Servies, J. R. Johnstone, Jack Turner, J. F. O'Brien, Richard Orear, L. E. Pope, J. C. Skinner, E. O. Wilschke, A. L. Trebow, Loyd Dorsett, Earl Sponable, Holland Miller, Roy Clapp and Barnett.

CinemaScope Explored

The questions mainly concerned stereophonic sound and CinemaScope. One question which all exhibitors were interested in was whether exhibitors would be required to buy a Miracle Mirror or Astrolite screen for the presentation of CinemaScope. This question was asked of Earl Sponable, of 20th Century-Fox, who at first wanted to let president Spyros Skouras answer it when he addresses the exhibitors tomorrow. However, he indicated that if the light is satisfactory, any type of screen could be used. This answer brought cheers from the floor. Sponable pointed out, however, that the two preferred screens were the results of 10 years of experiments and that up to now Miracle Mirror and Astrolite screens were the only ones found to be satisfactory. Leonard Satz, of Raytone Screens, said exhibitors should be able to buy screens of their own selection.

In answer to a question regarding the delay in obtaining anamorphic lenses for CinemaScope, Sponable said that a large stockpile was now available and that delivery no longer would be a problem.

The panel was asked what the life of a magnetitc head should be and what the replacement cost would be. J. F. O'Brien, of RCA, said that replacements probably would cost between $175 and $200, but that the heads should last a long time and that it was not an immediate problem. Sponable added that developments were under way whereby stronger metal would be used in the production of heads and that they should last indefinitely.

Questioned Regarding 'Robe'

When asked if "The Robe" would be available on a standard sound track, Sponable said that it would not, meaning that it would not be delivered with an optical track. In answer to a question on whether CinemaScope product would be available on film with less than four sound tracks, Sponable said that "20th Century-Fox was happy with four-track sound" and that there was no plan for any change.

In answer to a question as to whether Cinerama would ever be available on a single film strip, Barnett, who is an executive of Cinerama, said that it was not likely, at least not in the near future.

Projectionists Cautioned

A question was asked whether stereophonic film could be demagnitized. It was explained by Sponable that instructions are sent to the projectionist with each CinemaScope print cautioning him on the handling of the film. Sponable said the print should not be stored near a power supply or a rectifier.

E. O. Wilschke of Altec, in reply to a question regarding what protection there could be in the event of a failure in stereophonic sound, said that stand-by equipment could be purchased if the exhibitor would be willing to stand the extra expense which is involved.

The question-and-answer period could have gone on for another two hours, but it was necessary to adjourn at 5:30 because of the Pepsi-Cola Co. party and ice show 15 minutes later. On Tuesday night the convention was the guest of the Coca Cola Co. at the Saddle and Sirloin Club.

Close to 3,000 at Confab Trade Show

CHICAGO, Nov. 4.—Registration at the TOA-TESMA-TEDA convention and trade show neared the 3,000 mark today, shattering all records for an industry gathering. Manufacturers' registrants total about 1,500, supply dealers 350 and exhibitors approximately 1,000, for a total of 2,850.

Likens Era of New Media To Auto Industry Growth

CHICAGO, Nov. 4.—The introduction of new media in the motion picture industry was likened to the drastic changes which gripped the giant automobile industry years ago, in a keynote address by Robert J. O'Donnell, general manager of Interstate Circuit, at today's equipment forum of the Theatre Owners of America convention and trade show here at the Conrad Hilton Hotel.



R. J. O'Donnell

The mechanical and design changes in cars, O'Donnell pointed out, brought decisions to be made between manufacturer and dealer, "just as our mechanical changes have brought decisions to be made between producer and exhibitor."

The vice-president of Interstate urged exhibitors to keep an open mind on all new techniques, mentioning 3-D, wide-screen, stereophonic sound and CinemaScope. He added that car dealers in the past had been skeptical of new changes, only to have the public prove them wrong. He said a similar decision in the motion picture industry will be made by the public regarding new methods and that decision, he added, will be registered at the box-office. "In my opinion," he concluded, "it will be as happy a decision as in the automobile industry."

Sees Stereo Sound For Small Houses

A prediction that the next few months will see the installation of many smaller and less expensive stereosound systems in hundreds of smaller theatres was made yesterday by L. D. Netter, Jr., general sales manager of Altec Service Corp.

He said that many of the nation's smaller theatres are now impressed with the box-office potential of stereophonic sound, a contention which gained added impetus from the current Chicago convention of the Theatre Owners of America and the Theatre Equipment Supply Manufacturers Association.

A record of Altec installations, he added, reveals installations already either completed or underway in many small towns throughout the country.

TOA Aid for Rogers Hospital Sought

CHICAGO, Nov. 4.—The Variety Clubs-Will Rogers Memorial Hospital has only enough money to carry on for four months, A. Montague, Columbia general sales manager and president of the hospital, told the Theatre Owners of America convention here at luncheon today. Montague made a plea for donations to carry on the work.

Last year, he said, 103,000 persons participated in the Christmas Salute and raised $170,000. Coin boxes contributed $60,000. So far only 20 rooms have been sponsored by individuals, he said, pointing out that the subscription fee for sponsorship is $2,000 per room.

Montague said a special research project will cost $30,000 but the hospital does not have the money to initiate it.

Columbia and M-G-M will ask exhibitors to use coin boxes during the run of their bigger pictures. Lead-off pictures will be Columbia's "From Here to Eternity" and Metro's "Easy to Love."

Will Honor Chick Lewis

Montague announced that the north wing of the hospital would be known as the Chick Lewis Memorial Wing in honor of the late trade paper publisher and executive of the hospital. Robert O'Donnell presented a scroll to Montague citing the work done by Lewis for the TOA convention and trade show.

Charles Skouras Is Reported 'Improved'

CHICAGO, Nov. 4. — Charles P. Skouras, president of National Theatres and honorary board chairman of Theatre Owners of America, was reported resting comfortably and out of immediate danger at Michael Reese Hospital here where he was taken following a heart attack earlier in the week.

Skouras' improved condition was attributed to relief of lung congestion resulting from a heart weakness. He was here from Los Angeles to attend the TOA convention.

TOA Warned

(*Continued from page* 1)

ures to show that some believe that popular programs could be brought into the home for a fee as low as 10 cents, provided the FCC approved some kind of a home fee system.

After a short summary of the work of the National Exhibitors Theatre Television Committee, Si Fabian introduced the group's counsel, Marcus Cohen, who explained the signficance of the FCC's decision on theatre TV last June. He said that any group or individual could apply for the use of a common carrier band for an exclusive theatre television service. Cohen emphasized that the FCC has recognized that theatre television is in the public interest and noted that "time is growing short" and exhibitors must use theatre television or the channels will not be kept available indefinitely.

Halpern Heard

Nathan Halpern of Theatre Network Television, discussed results of the recent theatre TV shows sponsored by his organization.

The issue was raised as to whether it was desirable to try to keep theatre television events off the radio as well as off of home TV. Fred Schwartz introduced a resolution, which was passed, to name a committee to study the problem. Schwartz pointed out that in his opinion no attempt should be made to have a "radio blackout" because that might antagonize the public and cut down word-of-mouth interest in a motion picture of a fight.

The final speaker was William Rosensohn, vice-president of Box Office Television.

Shortly after Wolfson was introduced, Hedda Hopper arrived and spoke in a light vein on her career as a columnist and seriously on her view that the industry should do more about its public relations and about combating Communism.

Film Shown at Luncheon

At a luncheon yesterday, the TOA-sponsored training film, "Courtesy Is Contagious," was shown. Produced by Filmack Trailer Co., the subject, in story form, tells the necessity of courtesy by theatre personnel. The subject is available to all exhibitors and is the first of a series on theatre operations. Its production cost was approximately $10,000.

Speaking at a luncheon today, Claude Lee of Motion Picture Advertising Co., said that screen advertising was now used by approximately 15,000 theatres in the country which share in almost $9,000,000 a year in extra income.

Skouras Will Answer CinemaScope Queries

CHICAGO, Nov. 4. — Jack Kirsch, president of Allied Theatres of Illinois, has called a general meeting of Allied members to be held at the Blackstone Hotel tomorrow, Thursday, to hear a talk on CinemaScope by Spyros Skouras, covering 20th Century-Fox's policies in regard to the new medium and answering any questions in independent exhibitors' minds regarding the medium.

Assembly-Line Product Idea Hit by Stevens

CHICAGO, Nov. 4. — Independent producer George Stevens struck out at the concept of motion pictures as "assembly-line product" without individuality and freshness, in an address here at the Theatre Owners of America convention.

¶ Declared Stevens: "The man who buys his product in the store comes to your theatre box-office only to buy fresh entertainment experiences that have as their basic ingredients ideas he has not bought before." Pictures, Stevens contended, should be thought of as individual attractions, a concept which, he held, would return individual showmanship into force.

Stevens, commenting on his forthcoming production "Giant," which will be released through Warner Brothers, said he had not yet seen a process among the new dimensions that he would take in preference to 2-D and a big screen. "Until the industry develops a large screen, he stated, high as well as wide, we will not have arrived at the point we started out for," he stated.

Stresses Educational Value

The independent producer also told the assembled exhibitors not to be afraid of such terms as art and beauty in selling their films to the public, contending that there is a strong measure of each of these elements in current box-office hits.

Stevens, hitting at the popular conception that people go to motion picture theatres for vicarious pleasures, to escape, contended that they come to learn instead. Learn about themselves, he argued, seeking new situations, new stories, new revelations. "If the film in its innocence shows life to be more sweet than it is, or more miserable, they are quick to gauge and sense it, and they rustle and cough and chatter as the screen finally loses its hold on them.

But then there's that moment when suddenly a whole acre of people become quiet as midnight, lest they break this spell. That's the time when the screen is working its magic spell, and that's the moment when we know we're in business."

NTS Honors Green On 25th Anniversary

CHICAGO, Nov. 4.—Managers of National Theatre Supply branches honored W. E. Green, NTS president, with a surprise party here on his 25th anniversary as the head of the company.



New TESMA Head Aims at Clearer Technical Talk

CHICAGO, Nov. 4.—Declaring that the industry is embarking on an era of unprecedented prosperity, Fred C. Matthews, executive vice-president of Motiograph and newly elected president of the Theatre Equipment Supply Manufacturers Association, said today he would urge the immediate appointment of a steering committee to resolve the differences in contentions of major manufacturers before the release of information to the market.

"Since much of the information regarding new equipment has been abortive or written at a level which is above the technical comprehension of the average person," Matthews said, "I furthermore will endeavor to establish a liaison committee to serve with the SMPTE for the purpose of supervising the distribution of information on new developments which have been written in non-technical language. I plan to urge the immediate appointment of a committee to study and help solve the trade problems of any segment within our organization which may need the understanding and assistance of the entire manufacturers' group and will urge the firms desirous of such cooperation to bring their problems to TESMA headquarters."

¶ Matthews said he believed that theatres that have closed may have done so prematurely or could have shuttered under any set of conditions. He said, "We are entering an era of new things in picture presentation which in any language can spell nothing but unprecedented prosperity. And thanks to the technicians, engineers, or those gods who watch over the theatreman, these new things are not to be enjoyed only by the large theatre operators but by the small theatre as well.

"Wide-screen and stereophonic sound alone can be termed nothing short of fabulous in even the smallest auditorium. All theatremen have something new to sell and Americans have proved their desire to buy."

Glowmeter Plans Outlined

A clarification of what Radiant Manufacturing Corp. and the Glowmeter Corp. plan to do in regard to screens for outdoor theatres was explained to TESMA and the Theatre Equipment Dealers Association by Harry Eller, Radiant president, and Agis Mihalakis, president of Glowmeter, in a joint statement. They said:

"Glowmeter's research and development department has been working on a screen for outdoor theatres for two years. In cooperation with M. E. Pickrell, of Eastern Theatre Supply Co., Buffalo, three sample outdoor installation sites have been selected in and about the Buffalo area as proving grounds for the new screens this winter.

"These three sample installations are being studied with respect to erection methods. Weathering characteristics have been under test for about a year. Meanwhile, developments go on in the laboratory.

¶ "Production plans are aimed toward having the new screens for the outdoor field available next spring. However, whether or not the target can be met for the coming season hinges on what is determined within the next 90 days as the research efforts reach a climax.

"Our plans call for modification of the present Magniglow Astrolite surface to assure optimum performance for outdoor projection. The new surface, Magniglow Skyfire, has been designed after a careful study of outdoor theatre problems. With its higher reflection efficiency, ease and economy of installation, it is anticipated no boost of amperage will be necessary for 3-D, wide screen or CinemaScope projection."

TESMA Officers

(*Continued from page* 1)

newly-elected board consists of C. S. Ashcraft, H. B. Engel, W. A. Gedris, L. E. Jones and A. E. Meyer.

Reelected to the Theatre Equipment Dealers Association board were Thomas Shearer, Seattle; Nat Weil, Atlanta; W. E. Carrell, Louisville; George Hornstein, New York; Harold Abbott, Chicago.

New directors are Ray Busler, Tampa; Eric Forbes, Detroit; W. A. Hodges, New Orleans, and Charles Creamer, Minneapolis. The latter replaces Joe Cifre of Boston, who is retiring from business.

Suggests TOA Join In Arbitration Plan For All Exhibitors

CHICAGO, Nov. 4.—The membership of the Theatre Owners of America has recommended to the board that TOA join with distributors and other exhibitor groups that wish to participate in devising a system of arbitration for the use of all exhibitors who desire to use it. At a convention meeting yesterday afternoon, restricted to TOA members, the subject or arbitration was delved into thoroughly and the concensus was that TOA should initiate the step toward the setting up of a plan. The board will act on the recommendation at its executive session tomorrow. The executive committee made the same recommendation at its meeting Sunday night.

August Plan Seen Basis

It is expected that the distributors' draft of a proposed system prepared last August will be the basis for the plan. It was pointed out by both Herman Levy, general counsel, and Alfred Starr, retiring president of the TOA, that events that have occurred since the last draft was prepared will necessitate some changes. Starr said he was sure that the board would act favorably on the recommendation.

While it was understood that the distributors had not made a direct approach to TOA to launch an arbitration system, it was learned that some overtures had been made to TOA leaders to "feel out" the membership on the question of whether TOA would go along on arbitration without Allied's support.

DON'T SAY ON NOVEMBER 13th,

"I'M SORRY

I MISSED IT!"

We know you will have a wonderful time at the 15th Annual Dinner of the Motion Picture Pioneers which will honor Barney Balaban as the Pioneer of the Year. It is such an interesting program.

But most important of all, you will have the joyous experience of meeting old friends. There is still time to get in on a good thing.

Just send a check in the amount of $20.00 to Jack Cohn, President of the Motion Picture Pioneers, 729 Seventh Avenue. Make checks payable to the Motion Picture Pioneers.

Allied Seeks

(*Continued from page* 1)

reports in the bulletin that it has been determined that Ohio exhibitors own at least 10,000 shares of stock in various film companies.

¶ The bulletin urges other such exhibitor stockholders in major companies to report to the organization the number of shares owned "for the guidance of the committee now working on the suggestion to obtain exhibitor representation on a board of directors."

The Allied plan, accordingly, would appear to be an attempt to marshall sufficient exhibitor-owned stock in key film companies to nominate and elect a director of such companies in the hope that such a representative could influence company policies, particularly in the realm of amount and type of production and terms asked for films.

At the Allied convention, the original plan appeared to be merely purchase of stock in four or five companies by exhibitors in order to gain an influential voice at stockholders' meetings in the hope that company policies could be influenced. There was no general indication that the aim would be to elect exhibitor representatives to film company boards, as now appears to be the case.

"If successful," the I.T.O. bulletin observes, "there is no reason why such a representative would do other than act in the best interest of the company. However, at the same time, he could acquaint the directors with the point of view of the exhibitor who is, after all, the company's customer."

¶ The indicated Allied plan of marshalling proxies from existing exhibitors who are film company stockholders for the purpose of voting for an agreed upon candidate for such companies' boards, also departs from the original Allied convention proposal. That was that exhibitors go into the market and buy stock for the announced purpose of gaining a voice at stockholders' meetings.

Wilbur Snaper, Allied president, said that approximately 25,000 shares of film company stock were owned by exhibitors who were in attendance at the national convention in Boston last month.

Ohio Theatre Would Test 'Robe' Sound

COLUMBUS, O., Nov. 4.—Following up on the agreement given the recent Allied States national convention by Spyros Skouras, 20th Century-Fox president, the I. T. O. of Ohio reports in its current membership bulletin that it has furnished the company the name of a theatre with a Miracle Mirror screen which wants to play "The Robe" in CinemaScope with one-track sound.

Skouras agreed at the Allied convention to make such tests in several exchange areas in response to exhibitor contentions that stereophonic sound should not be required for "Robe" presentations in some small theatres.

The I. T. O. bulletin also solicits other theatres which might qualify for the one-track sound test.

Myers Warns of Litigation

(*Continued from page* 1)

on to describe other trade practices which he thought onerous, adding "notwithstanding the avalanche of litigation that engulfs them (the film companies) as the result of their past transgressions, they are bent upon paving the way for another round of lawsuits."

Cushioned in between Myers' warning was his platform appeal to Spyros P. Skouras, 20th-Fox president, "to modify" his company's CinemaScope installation and picture policy. He called upon Skouras to clear the way for increasing production and reducing the price of anamorphic lenses, to accept suitable screens in lieu of Miracle Mirror or Astrolite screens, and to "forget about stereophonic sound with its four channels and auditorium speakers for medium size and small theatres."

Calls It a 'Dream'

He urged Skouras to "put aside his dream of a one-medium industry producing pictures only for exhibition in big city first-run theatres on long engagements at high admission price" and assume the role of an "industrial statesman." In this respect, he mentioned David Sarnoff, chairman of the board of Radio Corporation of America, who, he said, at the introduction of sound agreed to produce standard equipment for the smaller houses that would be within their reach.

Myers spoke of other things on what he called "the monopoly front," the thinking, he said, of film company leaders that the new Administration in Washington is more favorable to big business, the bid to Congress to modify the treble damage rule and to reduce the period within which such suits may be filed.

Prefers Multiplicity

Myers told the convention that "one industry leader" has taken up Skouras's offer to cooperate with Allied leaders in making tests to see if "The Robe," presented with the customary one-track sound, will be satisfactory.

The Allied general counsel called for a multipilicity of systems, claiming that more intimate pictures do not lend themselves to CinemaScope treatment. Despite his criticism, he credited 20th-Fox for reawakening the American public to new interest in motion pictures. He maintained that the road to returning the industry to prosperity is in luring the "discriminating" audience to the theatres by offering more adult pictures.

Richey Eulogized

The late Henderson Richey was eulogized by the convention for his services as one of the founders of Allied States and for his many charitable endeavors, as well as his service to M-G-M and the entire industry.

Speeches were made by Robert Coyne, on the past and future of the tax campaign; H. E. Bragg, assistant research director of 20th-Fox, on CinemaScope, and W. P. Rosensohn, of Box Office Television.

Other speakers at convention included Edward J. Raub, Jr., Association counsel, who urged exhibitors to participate more fully in community enterprises, and Burton Robbins of National Screen.

Reports of film clinics were given by Jim Weddle for small towns; Rex Carr for neighborhoods and sub-runs, and J. R. Pell for drive-ins. The latter group introduced a resolution calling upon distributors to make available to drive-ins pictures as they become available and not hold them for playing time in the height of the season.

Roy Kalver President

The convention elected a new board of directors consisting of H. Lisle Kreighbaum, Alex Manta, W. R. Norton, Roy Kalver, A. Borkenstein, John Micu, William T. Studebaker, S. J. Gregory, D. Irving Long, Marc J. Wolf, W. H. Scheidler, Morton Weinberg, Mannie Marcus, H. P. Vonderschmitt, Beatrice Hancock, J. P. Finneran, T. L. Mendelssohn, J. R. Pell, Oscar Fine, Bruce Miller, Harry Kornblum, Sam J. Switow, T. C. Baker, J. C. Weddle, Joseph W. Barr, Dale McFarland and Richard Lochry. Past presidents Sam Neall, Trueman Rembusch, Roy Harrold and Walter Easley are automatically members of the board. These 31 elected Roy Kalver president, J. R. Pell vice-president, Richard Loehry treasurer and Rembusch national director.

Norde, Magic-Vuers Package Offered

CHICAGO, Nov. 4. — In a tie-in deal with the makers of Magic-Vuers, the Norde Process Co. will supply exhibitors with the Norde 3-D equipment free of charge on the condition that exhibitors use the Magic-Vuers glasses exclusively. Under the agreement, exhibitors must keep the equipment for two years or show a minimum of 12 3-D pictures. The Norde process requires only one projector and one strip of film. The glasses sell for 10 cents each.

Originally, the Norde device was to sell for $1,500 and an exhibitor still may buy it outright if he wants to. The process was shown at a TOA convention luncheon. It was explained that all companies except 20th Century-Fox have agreed to supply their 3-D prints to Norde for processing on a single strip. A flow of 3-D product is assured, Norde representatives told the convention.

Panoramic to Have 10 For 20th by Year-End

HOLLYWOOD, Nov. 4.—Leonard Goldstein's panoramic productions will have completed 10 pictures for 20th Century-Fox release by year's end, under a stepped-up production program which was undertaken last August, with 10 features planned for the first year. Four have been finished so far. It is believed an additional 10 will be scheduled to follow immediately on completion of the present commitment.

'Cat Women' in Work

R. M. Savini, president of Astor Pictures Corp., who entered into a joint production agreement with Al Zimbalist, executive producer of Three Dimensional Pictures, Inc., has disclosed that "Cat Women on the Moon" is presently before the cameras. It is scheduled for completion some time late this month.

AMPP-'IA'

(*Continued from page* 1)

fortnight, were initiated Sept. 8. Principal demands by IATSE were for wage increases ranging from 10 to 15 per cent in various categories, revision in the method for financing the health and welfare program instituted a year ago, and establishment of a pension plan to be financed by the employers. Early in the negotiation period it was reported, although not specifically confirmed by AMPP, that the studios would ask the unions to soften the prevailing requirements, in recognition of conditions facing the industry, rather than demand increases and similar changes.

It is reported that the new pact grants 5 per cent wage raises.

$Million Check

(*Continued from page* 1)

rental delivered to a distributing company by any theatre for a seven-week period.

"The Robe" opened at the Roxy on Sept. 16 and has already returned one-quarter of its production cost in its New York engagement alone.

"Robe" Grosses $165,000 At Cleveland Hippodrome

CLEVELAND, Nov. 4.—"The Robe" grossed $165,000 in the first three weeks of its extended run at the Hippodrome here, according to manager Jack Silverthorne.

Walsh Elected

(*Continued from page* 1)

sity's School of Commerce, Accounts and Finance.

Walsh fills the vacancy created by the recent resignation of Leon Goldberg as vice-president and treasurer of Universal to become vice-president and chief financial officer of United Artists. Goldberg was also a member of the Universal board.

Altec Model Theatre A Top Display Item

CHICAGO, Nov. 4.—Among the most attractive exhibits at the TOA-TESMA trade show at the Conrad Hilton Hotel here is the scale model theatre of Altec Service Corp. The display, 10x16 feet, presents a replica of a theatre complete with stage, screen, auditorium and booth, with miniatures of a stereophonic sound system. A transparent screen, curved to simulate CinemaScope, reveals three "Voice of the Theatre" stage speakers, with wall speaker placements in the auditorium. The booth contains two projectors equipped with penthouse reproducers, pre-amplifiers, main amplifiers, and a separate magnetic reproducer.

The model theatre, conceived by L. D. Netter, Jr., Altec sales chief, was planned and developed by Ted Carpenter, Altec headquarters engineer, and constructed under the supervision of Al Katz, of Max Fine, Inc., New York theatre display firm.

Netter yesterday delivered an address at a national assemblage of Motiograph dealers and executives.

E. O. Wilschke, operating manager of Altec, yesterday expressed his views concerning stereophonic sound systems as a member of the convention's panel of technical experts.

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 74. NO. 89 NEW YORK, U. S. A., FRIDAY, NOVEMBER 6, 1953 TEN CENTS

Product Bid

Holds AB-PT Free to Enter Production

Goldenson Finds No Bars in Para. Decree

The Paramount consent decree does not prevent American Broadcasting-Paramount Theatres from engaging in the production and distribution of motion pictures, Leonard H. Goldenson, AB-PT president, stated here yesterday.

Goldenson took this stand in response to a question following his address at a luncheon-meeting of the Security Analysts Association.

¶ The AB-PT president, commenting on the proposal contained in his keynote address on Wednesday at the Theatre Owners of America convention in Chicago, maintained that the

(*Continued on page 6*)

See $5,000,000 as Conversion Cost of AB-PT Circuit

An estimated expenditure of $5,000,000 to convert theatres of American Broadcasting-Paramount Theatres to the various new screen and sound media was estimated here yesterday in an address by Leonard H. Goldenson, AB-PT president, before a luncheon meeting of the Security Analysts Association.

¶ Goldenson said the $5,000,000 estimate may be lowered by a decrease in equipment costs, which he saw very likely. The AB-PT president welcomed the

(*Continued on page 6*)

Goldwyn to Reissue 'Best Years' in Feb.

Samuel Goldwyn will reissue his Academy Award winner, "The Best Years of Our Lives." Engagements in major cities will begin in February.

The film was withdrawn from general release almost five years ago. Since then, there has been a succession of demands for its return from organizations, such as the General Federation of Women's Clubs, veterans' organizations, magazines, newspapers

(*Continued on page 6*)

Post-Divorce Policies Hurt Small Houses

CHICAGO, Nov. 5.—With theatre divorcement, the producers, by being cut loose from the responsibility of operating theatres, have a new-found freedom whose effects are about to distort their good judgment. This was stated here tonight by Alfred Starr, retiring president of Theatre Owners of America, in his address to the convention banquet.

The producers, Starr said, seem to be on the point of deciding that they should aim for long runs in the big "A" houses and forget about the sub-

(*Continued on page 3*)

Many Towns in Pa. O.K. Sunday Films

HARRISBURG, Pa., Nov. 5.—Several Pennsylvania communities voting on the Sunday films issue in Tuesday's election approved keeping theatres open on Sunday. However, Hanover, a York County borough, one of the largest centers of population to vote on the issue, and several other communities which had pro-

(*Continued on page 6*)

EXHIBITOR DUES TO COMPO CUT BY 25%

Pension-Plan Start Set by AMPP-'IA' In New Contract

HOLLYWOOD, Nov. 5.—The first step toward eventual establishment of a pension system for studio workers is provided in the AMPP-IATSE agreement finalized Wednesday subject to ratification by IATSE locals, which is considered virtually automatic.

Under the agreement reached, major studios will start pension planning by paying two cents per straight-time hour into the fund. After one year, workers will match this contribution to the fund.

No concrete plan or method for fitting the film industry, with its skip-stop employment schedules, to a pension formula has been devised so far, and it is expected several years will be required to build a fund to the size required for organizing and administering the project.

The contract signed Wednesday is a four-year agreement retroactive to Oct. 25.

TOA Board Told Lesser Rate Result of $50,000 Carryover in Treasury

By AL STEEN

CHICAGO, Nov. 5.—Exhibitors' dues to the Council of Motion Picture Organizations will be reduced 25 per cent under the figure they paid in the previous collection period because of a carryover of approximately $50,000 in the COMPO treasury. This was revealed to the Theatre Owners of America board here today by Sam Pinanski, who read a statement provided by a committee consisting of Al Lichtman, Wilbur Snaper, Col. H. A. Cole, Abram Myers, Trueman Rembusch, Pat McGee and Pinanski.

In disclosing that TOA would continue its membership in COMPO for another year, the statement said that the $50,000 carry-over justified the lesser demands for funds.

The distributors have agreed, it was explained, that they will match the exhibitors' dues dollar for dollar. The Motion Picture Association of America has estimated its liability at $150,000 on this basis, but if exhibitors' dues exceed this figure, Pinanski was authorized to say that the distributors

(*Continued on page 4*)

AMPA Goes to School

Daff Cites Importance of 39% Income from Abroad

The importance of the world market was emphasized here last night by Alfred E. Daff, executive vice-president of Universal Pictures, as he opened the second session of 12 lectures of the Associated Motion Picture Advertisers' Showmanship School at the Hotel Astor.



Alfred E. Daff

Lige Brien of United Artists, president of AMPA, presided at last night's session before turning the gavel over to Universal's Maurice Bergman, who was moderator.

"Our industry acquires 39 per cent of its income from foreign countries," Daff said. "It is for this reason that our foreign sales organizations are so important to us

(*Continued on page 3*)

Johnston Enters French Negotiations

Eric Johnston, president of the Motion Picture Association of America, is expected to fly to Paris either today or tomorrow to take a personal hand in the current negotiations for a new U.S.-Franco film agreement, it was reported here yesterday at MPAA headquarters.

Johnston is now in London in connection with his Near East mission for the U.S. State Department. He is expected to remain in Paris two or three days.

New TOA Move for Arbitration; Allied Reaction Uncertain

CHICAGO, Nov. 5.—The board of directors of Theatre Owners of America today voted unanimously in favor of establishing an arbitration system jointly with the distributors and all exhibitor groups that wish to join in the project. The board instructed TOA to proceed immediately in getting the plan in motion. The directors' action was taken at the recommenda-

(*Continued on page 4*)

Drive-ins Cautious On Wide Screens

CHICAGO, Nov. 5.—A policy of cautious approach to wide screen was advocated by the majority of speakers at the drive-in forum of the Theatre Owners of America convention here.

So far as 3-D is concerned, many reported disappointing results due primarily to the difficulty of properly preparing the screen surface so that

(*Continued on page 4*)

Personal Mention

CHARLES J. FELDMAN, Universal Pictures general sales manager, will be in Omaha from Chicago today and will return to New York on Monday.

•

IVAN FULDAUR, M-G-M field representative for Omaha and Des Moines, has arrived in New York from the Midwest.

•

RUSSELL HOLMAN, Paramount Pictures Eastern production manager, will return here Sunday by plane from Rome.

•

FOSTER M. BLAKE, Universal Pictures Western sales manager, will return here today from Chicago.

•

MORGAN HUDGINS, M-G-M studio publicist, will arrive here from the Coast on Nov. 15.

•

GEORGE YOHALEN, producer, has returned to Hollywood from Mexico City.

•

TED GALANTER, M-G-M Western press representative, is in Los Angeles from San Francisco.

Del Amo, U.A. Head In Havana, Dies

Jose Del Amo, 47, United Artists manager in Cuba, died suddenly on Wednesday in Havana, according to advices received at the company's New York office.

A veteran of 25 years with U. A., Del Amo started as a clerk in the Havana office, rising through the ranks as booker, salesman, assistant manager and manager. Surviving are his widow, Maria Del Amo, and two daughters.

Salzburg Services Today

Services will be held today at 2:00 o'clock at the Garlick Funeral Parlor in the Bronx for David Salzburg, father of J. Milton Salzburg, president of Pictorial Films, who died on Wednesday. Other survivors are the widow and three sons.

Censor Move Defeated

OTTAWA, Nov. 5.—Delegates to the annual convention of the Eastern Ontario Women's Institute rejected a resolution demanding that managers of motion picture houses be compelled to withdraw films deemed unsuitable for children. The delegates held that such censorship is the responsibility of parents, not the managers.

TV Permit Requested

BUFFALO, Nov. 5.—Community Television Co. of Buffalo has applied to the Federal Communications Commission for authorization to operate a television station on Channel No. 7. This is the fifth application for the same channel by Western New York applicants.

Moropticon in Deal With Pola-Lite Co.

CHICAGO, Nov. 5.—Pola-Lite Co., makers of 3-D glasses, and Moropticon, new single-track 3-D system, have concluded a deal whereby Moropticon will be given to any theatre that will buy 2,500 Pola-Lite viewers per month for a 12-month period. This was revealed today by Al O'Keefe, vice-president of Pola-Lite, who addressed the discussion session at the Theatre Owners of America convention. O'Keefe spoke on behalf of Matthew Fox who financed Moropticon.

Demonstrations of the one-projector system have been held for M-G-M, Warners and Universal technical departments, O'Keefe said, with highly satisfactory results. He explained that the system was perfected after two years of research. Demonstrations will start next week in each exchange center and installations will be available immediately thereafter, O'Keefe said.

Bell-Howell to Make CinemaScope Lenses

An agreement has been made between 20th Century-Fox and Bell and Howell whereby 20th licenses Bell and Howell to produce CinemaScope lenses, it was announced by Spyros P. Skouras, president of the film company and C. H. Percy, president of the camera and optical firm.

The new agreement is expected both to sharply expedite production of the lens, as well as make lenses available to many in other countries whose orders have gone unfilled because of a backlog.

"20th Century-Fox has encouraged Bell & Howell to enter this field," said Skouras, "because we feel that competition between several leading optical manufacturers will stimulate the sale of lenses and more rapidly equip theatres to show CinemaScope productions."

The lens will be sold by Bell & Howell through theatre supply houses at a list price of $1,900 for a set of two lenses. Limited quantities will be available in December, with volume production early in 1954.

'Decameron' Bow Set

RKO's "Decameron Nights," based on the 14th Century stories by Boccaccio, will have its New York premiere at the Fine Arts Theatre on Nov. 17, Charles Boasberg, general sales manager has disclosed.

The picture stars Joan Fontaine and Louis Jourdan, with Godfrey Tearle, Joan Collins and Binnie Barnes featured. It was produced by M. J. Frankovich and William Szekely, and directed by Hugo Fregonese.

J. P. Callahan Dead

BOSTON, Nov. 5.—Joseph P. Callahan, of Newton, Mass., former manager for M & P Theatres and more recently a relief manager for American Theatres Corp., died Tuesday. Funeral services will be held tomorrow at Our Lady of Presentation Church, Newton.

Texas Compo Tribute To George Dembow

DALLAS, Nov. 5. — Texas COMPO will honor George Dembow, vice-president and general sales director of National Screen Service, at a special luncheon when he comes to Dallas to direct the National Screen regional sales conference to be held in the Adolphus Hotel on Tuesday.

Branch managers and salesmen of National Screen from Atlanta, Charlotte, Dallas, Memphis, New Orleans and Oklahoma City will attend the sales gathering.

Steinberg Now Head Of RKO in Germany

Erich Steinberg has been named manager in Germany for RKO Radio by Alfred Crown, foreign manager of the company. Steinberg succeeds Max Mendel, who has resigned.

Steinberg's assignment returns him to his native land, where he entered the industry as a salesman in 1928. In 1932 he joined Warner Brothers, and in 1934 he was assigned to Brazil. He joined RKO in Brazil in 1945, serving later in Panama and Peru.

Steinberg will leave here by plane tomorrow for Frankfurt, where he will make his headquarters.

Philadelphia Group Elects '54 Officers

PHILADELPHIA, Nov. 5.—Officers elected for the new year by the Motion Picture Associates of Philadelphia are: Lou Formato, president; Sam Diamond, vice-president; Joe Schaeffer, treasurer, and Joe Farrow, secretary.

The board of directors elected consists of John Turner, Herb Gillis, Lester Wurtele, Dave Tilleman, George Beattie, Jack Greenberg, Bill Doyle and Mort Magill. The board will hold a meeting on Monday.

Goldstein to 3 Cities On 'Slade' Campaign

CHICAGO, Nov. 5.—Harry Goldstein, Allied Artists Eastern publicity manager, who has been here for the convention of the Theatre Owners of America, left today for Baltimore to set up an advance promotional campaign for "Jack Slade." He will follow this with visits for the same purpose to Detroit and Harrisburg, Pa., returning to New York next week.

'Cease Fire' Premiere At Criterion Nov. 23

"Cease Fire" will have its world premiere at the Criterion Theatre here on Nov. 23. The Paramount film, produced by Hal Wallis and directed by Owen Crump, a colonel of the Army Signal Corps during World War II, is a story of action in Korea.

Ezell Tells of Plans To Form New Units In Drive-in Group

DALLAS, Nov. 5.—The formation of several advisory and service departments in the International Drive-in Theatre Owners Association was disclosed here by Claude Ezell, head of the organization and president of Ezell and Associates.

Ezell revealed that he will spend the next 30 days interviewing personnel to head up the various departments which will require the services of an architect, lawyer, sound engineer, projection engineer, building contractor, landscaping and decorating artist, concessions expert, tax analyst, advertising and exploitation advisor, buying and booking consultant, labor and personnel counselor and a public relations director.

Specialization Needed

Citing the reason for these newly-created departments, Ezell claimed that 12 per cent of the present drive-in theatre owners and managers have been in the business less than five years and necessarily need the specialized services and consultation of drive-in theatre veterans.

Ezell stated that the selected drive-in theatre specialists would be put on retainers and their services will be available to all members of the association.

Plan Film Forum at 'Battalion' Showing

HOLLYWOOD, Nov. 5.—A film forum will be sponsored Sunday evening by the Academy of Motion Picture Arts and Sciences in conjunction with a screening of "The Barefoot Battalion" at the Academy Award Theatre. The forum, following the showing of the picture, will be moderated by George Seaton. On stage with him will be Gregg Tallas, the film's producer, director and editor.

"The Barefoot Battalion," filmed entirely in Greece, deals with displaced children of World War II.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center

M-G-M's "KISS ME KATE" starring
Kathryn GRAYSON • Howard KEEL
ANN MILLER
Photographed in ANSCO COLOR
Print in TECHNICOLOR
and SPECTACULAR STAGE PRESENTATION

DORIS DAY
HOWARD KEEL
Calamity Jane
Color by TECHNICOLOR
In Person
The AMES BROS.
PUPI CAMPO
And His ORCHESTRA
CLIFFORD GUEST
PEIRO BROS.
PARAMOUNT TIMES SQUARE
Midnight Feature

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Daff Cites

(*Continued from page* 1)

because whenever foreign income is in jeopardy, there is a severe repercussion in our general economy.

An anti-American policy in any of the foreign countries where we trade can become an acute problem because unless we bring back dollars for what we sell abroad we are faced with a severe strain.

¶ "When an advertising campaign is conceived in this country it is well for us to keep in mind these foreign markets.

"Frequently advertising material which is produced here cannot be turned to advantage in a foreign country. We recognize the fact that there is a difference in cultural standards and in emotional systems throughout the world."

Interchangeability Treated

Discussing the interchangeability of moods between the domestic and foreign markets, Daff declared: "The whole psychological key in foreign countries is set at our mood. When some leader of our industry sings the blues, it is immediately picked up abroad to the extent that I am frequently confronted with the idea that the American motion picture industry has developed a great deal of pessimism in the last few years."

¶ Ten points were advanced by Daff for consideration by the industry's advertising and publicity fraternity, as follows:

"1. This is a complex business and it is your job to understand what makes it tick.

"2. This, despite any manifestations, is a respected business in the community. Like all businesses, we are beholden to banks and stockholders.

"3. To advertise intelligently, we must learn and think intelligently.

"4. The publicity man of today can be the producer of tomorrow if he has the will to develop sound ideas.

'The Selling of Pictures'

"5. The selling of pictures should be tempered by a sense of public relations and responsibility to the community. We should always be interesting but never vulgar.

"6. Everyone entrusted with the selling of a picture should be instructed in the manner of its distribution and in the way it fits into the company's program.

"7. The day has arrived when the advertising crafts should be instructed in industry matters and policy. No one company lives alone.

"8. There should be frequent industry selling clinics where new blood may be injected with new ideas and enthusiasm.

"9. There should be an industry training school so that those who want to enter this business may have a chance to test their aptitude.

"10. And lastly, there should be more pride of craftsmanship and more faith in our industry's future."

No 'Common Denominator'

Daff also made the point that he thought too much of the industry's advertising, publicity and promotion is done without an awareness of what is going on in the country, particularly in various sections. "I feel strongly," he said, "that we have now reached a point where there is no such thing as a common denominator in the selling of motion pictures. We know for a fact that down South certain types of pictures do well, and conversely, the same picture will do very badly in the East and Middle West."

¶ He advocated specialized advertising for particular localities. "Such a procedure is only a fragment in the reappraisal that should be done in connection with our techniques," he said.

"It is my belief that the advertising and exploitation of motion pictures play a vital part in the financial planning of many pictures. As an example, a scene may well be put into a production costing ($100,000), and that scene may well be one on which a whole advertising campaign is based," Daff said.

"There is a constant scream for economy in production, but in the exploitation angles injected into a picture, such economies are extremely dangerous. We like to think that the exploitation and advertising of a picture is part of the financing and budgeting for the negative. That is, how closely in our thinking exploitation, advertising, and publicity tie up in the making and the financing of a motion picture," Daff observed.

Daff on Advertising

¶ "Everyone thinks it doesn't pay to advertise, but let me tell you that there are 26 mountains in Colorado higher than Pike's Peak, but few people ever heard of them," Alfred E. Daff, Universal executive vice-president told an AMPA Showmanship School class in session here last night.

Reviews

"Thunder Over the Plains"

(Warner Brothers)

SET IN POST CIVIL WAR TEXAS, this Randolph Scott starrer is tailor-made for the principal's talents. The machinations of some carpetbaggers to keep the state in continual unrest and thus out of the union forms the story line. Supporting stars are Phyllis Kirk, as his wife, and Lex Barker, a recent Tarzan, as Scott's junior officer in the Army of Occupation in Texas.

The story is an uncomplicated but honest narrative, nicely paced with action and suspense by director Andre de Toth. The opening finds Scott, a Texas-born captain in the Union Army, unhappily carrying out his duties—upholding the legal rights of the carpetbaggers—in the knowledge that in his position he is able to infuse some understanding in the local handling of the former rebels. He and his wife live a lonely and unhappy life in a hostile town.

One of Scott's most unrewarding assignments comes when he is asked by his colonel, Henry Hull, to trap a local Robin Hood, Ben McGraw, who has been waging guerilla warfare against the Yankee opportunists. Although secretly sympathizing with McGraw, Scott carries out his mission, which is suddenly complicated by a murder, laid to McGraw, but actually committed by the dirtiest carpetbagger of them all—Hugh Sanders.

Russell Hughes wrote the screenplay, produced by David Weisbart. The beautiful scenery is as big and colorful as all outdoors and was photographed in WarnerColor. The principals and supporting actors contribute good performances, especially Elisha Cook, Jr., and Sanders, as carpetbaggers. It is an action film which requires no apology. Others in the cast are Lane Chandler, James Brown, Fess Parker, Richard Benjamin, Mark Dana, Jack Woody and Trevor Bardette.

Running time, 82 minutes. General audience classification. Release date, Dec. 12.

"Last of the Pony Riders"

(Columbia)

MARKING THE LAST of the Gene Autry films in the Columbia series under the present contractual commitment, "Last of the Pony Riders" stands pretty much on a par with predecessors. His fans should be amply satisfied.

The story concerns the last stages in the completion of the transcontinental telegraph, which in turn means the end of the pony express. Autry, former pony rider and now superintendent of the route, plans to establish a stage line with his boss. Unfortunately there is a rival gang that wants to set up the same line and in order to eliminate competition resorts to a variety of forms of skullduggery.

The story and screenplay by Ruth Woodman is of standard type and provides the usual incidents of gunplay and fisticuffs. Smiley Burnette is on hand to contribute his customary comic antics. By way of romance there is a slight boy-girl touch involving Dick Jones and Kathleen Case.

In time, of course, Autry emerges from the shadows of misunderstanding to nail down the real culprits.

Others in the cast are John Downey, Howard Wright, Arthur Space and Gregg Barton.

Running time, 59 minutes. General audience classification. November release.

U. A. to Distribute Mt. Everest Feature

"The Conquest of Everest," color in Technicolor film of the 1953 Hunt-Hillary-Tensing expedition to the world's highest mountain peak, has been acquired for release by United Artists.

Produced by Countryman Films, the picture was photographed by Thomas Stobart, with the assistance of George Lowe, both members of the team led by Sir John Hunt, Sir Edmund Hillary and Shotia Tensing Norkey. The commentary was written by Louis Macneice, poet and author, and is spoken by Meredith Edwards.

Post Divorce

(*Continued from page* 1)

sequent runs and smaller towns. Their argument is that most of their revenue comes from the big first runs and therefore they can greatly reduce distribution and print costs by ignoring the smaller theatres, Starr said.

"If they carry through this short-sighted production plan, this threatened new dimension in production, it will be a tragic mistake and there are three reasons why it will be a mistake," Starr said, listing the reasons as follows.

¶ To ignore any large segment of the public is to drive them to other forms of amusement people do lose the motion picture habit; the industry digs its own grave if it ignores or neglects any segment of its audience or its potential audience.

¶ The foreign market accounts for 40 per cent of the earnings of American producers and aside from the financial rewards, Star asked, "can we as Americans forget the profound influence that our motion pictures have had and still have on the morals, manners and various standards of living in every part of the world?"

¶ The most compelling argument of all, the scarcity of product leaves a vacuum in the subsequent run theatres and in the small towns.

Starr warned that while a successful big picture can earn a great deal of money in a short time, an expensive failure can bring disaster to its producers, and several in a row can bring bankruptcy.

Pointing out that the board had approved the resumption of arbitration discussions, Starr said that arbitration does not offer an easy solution for all problems, and does not guarantee the survival of a marginal theatre or a marginal producer. The best it can do is to provide a forum and an opportunity for an aggrieved person to talk out his problems under circumstances that compel careful attention.

Ninth Week to 'Robe,' Record for the Roxy

"The Robe," first CinemaScope feature of 20th Century-Fox, will start its ninth week at the Roxy here on Thursday, thus becoming the first picture in the 26-year history of the theatre to run more than eight weeks.

Cinerama Bows at Washington Benefit

WASHINGTON, Nov. 5.—Before a distinguished first-night audience which included representatives of the government, diplomatic corps and armed services, "This Is Cinerama" had its premiere here tonight. The opening was sponsored by the American Newspaper Women's Club as a benefit for Children's Hospital.

Leaves RKO for 20th

CLEVELAND, Nov. 5. — Gordon Campbell, RKO Radio salesman, recently transferred here from Detroit, has resigned from the company with which he was associated for eight years, to return to Detroit where he has joined the 20th Century-Fox sales force.

TOA Drive-in

(*Continued from page* 1)

it is satisfactory for 3-D and still acceptable for 2-D shows.

Jack Braunagel presided and gave the keynote talk.

Little satisfaction was reported by participants in the forum in treating drive-in screens for 3-D and no practical experience has been gained yet on very wide screens. However, E. D. Martin of Georgia, one of the panelists, told the convention that he is now building in Florida a drive-in screen 90 feet wide and 45 feet high for 2-to-1 aspect ratio.

Some of the speakers felt that drive-in screens already are "big screens" and the problems of getting sufficient light were already great enough without increasing the screen's area.

In contrast to this viewpoint, Braunagel read a statement by Al Reynolds of Dallas, who was to have participated in the discussions but had to leave because of business reasons, which said: "We cannot sit back and wait when indoor theatres are installing wide-screens."

He pointed out that in some areas, indoor theatres now have wider screens than drive-ins.

Lippert Circuit Equipped

Panelist Charles Maestri of California stated the Lippert circuit has had its drive-ins equipped with all-purpose screens so that if 3-D is revived "we are ready to go." He said the Lippert circuit had been experimenting with the problem of projecting CinemaScope in case it should be offered to drive-ins without stereophonic sound. The majors, he said, cannot afford to pass up the drive-ins.

"We must be ready to move with CinemaScope when they do," he said.

Panelist Joe Rosenfield of Spokane, recommended that drive-ins do not attempt to get runs ahead of indoor theatres even in competitive situations. On this Braunagel commented, "Why try to put the indoor theatre out of business? We can hurt them if we play ahead. If we play afterward, it does not hurt the outdoor theatre."

Won't Spurn a Tax Compromise: McGee

CHICAGO, Nov. 5.—In his report to the Theatre Owners of America convention on the admissions tax repeal campaign, Pat McGee, co-chairman of the COMPO tax committee, said that "we would not be foolish enough to spurn a compromise if it met the needs of those theatres in the industry which suffer most at this time, but you cannot compromise when none is offered and no one is disposed to compromise with weakness."

Outlines Policy

McGee told the convention that many exhibitors keep inquiring what COMPO's plans are and add "I must be honest in saying that we have no alternative but to do what we did before and I list them in order: secure support from congressmen and senators introducing a bill for a 20 per cent tax elimination. Try to keep it free from amendments and guide it through on its own merits; consult with Treasury and Administration advisors on all possible occasions for advice and guidance if it can be had. Try to muster enough support to override a veto if it comes."

Right Sound, Screen Vital In CinemaScope: Skouras

CHICAGO, Nov. 5. — Spyros Skouras was placed on the witness stand today at the final luncheon of the Theatre Owners of America convention and, in effect, repeated his statements made at the Allied convention in Boston; that is, that "The Robe," or any other 20th Century-Fox CinemaScope picture, will not be made available except with stereophonic sound and the assurance that the screen is right.

Questions put to him by exhibitors brought out Skouras' contention that the 70 per cent terms being asked for "The Robe" are justified in view of the business which the picture is doing.

Lichtman Also Heard

Al Lichtman, director of distribution for 20th Century-Fox, who also spoke at the luncheon, asserted that if the terms prove to be unjustified, then an adjustment would be made, but the exhibitors were reminded that the company is guaranteeing a 10 per cent profit. Lichtman said that in the 69 theatres playing "The Robe" to date, the gross has been $6,900,000.

Before getting on the subject of CinemaScope, Skouras made a plea for exhibitor unity, strongly recommending the establishment of one strong exhibitor organization. While not mentioning the two national associations by name, it was apparent that he was advocating a merger of Allied and TOA.

Tracing the history of CinemaScope, Skouras said that the investment in it has been $250,000,000 and that it was developed so that all theatres, regardless of size, can make money. There appeared to be considable dissension among the questioners over the demand for particular screens and stereophonic sound, some declaring that such stipulations would drive the smaller theatres out of business. Skouras advised drive-in operators that the problem of stereophonic sound for outdoor theatres eventually would be solved and asked them to be patient. He also repeated his Boston statement to the effect that his company would arrange credit for any exhibitor who wanted to install CinemaScope and couldn't afford it.

Terms Draw Opposition

When one exhibitor complained that the 70 per cent terms were prohibitive and that he would have to raise prices, Skouras got a big laugh from the audience when he said that the distributors have no right to dictate admission prices and are prevented from doing so by law. But he pointed out that "The Robe" has been playing to grosses ranging from 40 per cent to 150 per cent above average business.

The small theatre operators were the most concerned over CinemaScope, telling Skouras that in many cases it was physically impossible to install the system. Both Skouras and Lichtman assured them that they had nothing to worry about.

There were some arguments, too, over installation costs, one Texas exhibitor declaring that it would cost him $20,000 to install. Skouras said this was an exaggeration, pointing to an exhibitor in the room who had installed the equipment in his 720-seat house in Albany, Ore., for $8,325.

Tom Edwards Chairman

Tom Edwards was chairman of the luncheon meeting today. A scroll was presented to Pat McGee for his work on the tax repeal campaign of which he was co-chairman.

TESMA and Allied To Talk Joint Meet

CHICAGO, Nov. 5.—The Board of directors of the Theatre Equipment and Supply Manufacturers Association has been authorized to conduct negotiations with Allied States on the subject of meeting in a joint convention in Milwaukee next year. TESMA membership appears to be split on continuing the joint conventions and trade shows on the grounds that "everybody makes money on the deals except TESMA."

Chicago Preferred

It is understood that the majority of TESMA members prefer holding the trade shows and conventions in Chicago's Conrad Hilton Hotel because of the adequate floor space available under the same roof with the exhibitor conventions.

TESMA's board also passed a resolution directed to the Secretary of Commerce commending Nathan Golden, director of the motion picture and photographic products division, for his work with the industry during the existence of the National Production Administration.

A resolution also was passed extending its sympathy to the family of Chick Lewis on his untimely death.

Allied Stalwarts' Mingling with TOA Heads in Chicago Starts Merger Reports

CHICAGO, Nov. 5.—The appearance here today of Wilbur Snaper, Allied States president; Abram F. Myers, chairman and general counsel; Trueman Rembusch and H. A. Cole, national directors, with Jack Kirsch, another national Allied director, at hand, gave rise to rumors at the Theatre Owners of America convention here that a merger between TOA and Allied was being discussed.

Hope for a merger had been expressed here earlier this week by Alfred Starr, retiring TOA president; S. H. Fabian, and other TOA leaders.

The purpose of the influx of Allied talent and its mingling with its TOA counterpart was officially described as being for discussion of Council of Motion Picture Organizations' business and the new Federal admission tax repeal campaign.

COMPO Dues

(*Continued from page* 1)

will meet any averages on the same dollar-for-dollar basis.

The committee mentioned above, along with Robert Coyne, COMPO special counsel, were in session at the Blackstone Hotel all day.

The TOA convention concluded last night with a banquet.

As the convention closed, TOA members were convinced that the largest exhibitor convention in industry history had been achieved. The world's largest hotel, the Conrad Hilton, had been taxed to capacity to accommodate the 3,000 industry representatives and it was pointed out that at least 40 additional manufacturers and supply dealers would have taken space if it had been available at the trade show.

Although trade practices may have taken a back seat, delegates stated that the forums on equipment and concessions had been worth the expense of coming here.

Arbitration

(*Continued from page* 1)

tion of the TOA executive committee. TOA's arbitration issue has existed since negotiations broke down last year.

Whether Allied will go along on the plan could not be confirmed, but TOA members expressed the opinion privately that they were sure Allied eventually would participate, despite the fact that the latter organization has insisted that it would not be a party to any plan that did not include the arbitration of film rentals.

It was pointed out in this connection by some TOA spokesmen that the projected system would be open to all exhibitors and any Allied member could take a problem to any board that might be set up for the solution of disputes. Inasmuch as the distributors have stated that they will not accept a plan that would include film rental arbitration, this provision is expected to be a vital one when negotiations are resumed.

Convention Highlight

The launching of a move to establish arbitration was considered a highlight of the convention, but there was a definite opinion that the way had been paved for the ultimate consolidation of Allied and TOA. Most delegates contacted by MOTION PICTURE DAILY expressed the opinion that the need for a merger was more pronounced now than ever before. Nobody discounted the possibility despite the apparent hurdle of a "clash of personalities" that such a merger would involve.

With leaders of both Allied and TOA meeting today on the tax repeal program, conjecture was running wild on the possibility that a merger had been discussed. One camp said that the idea had not been discussed. Another segment, when it was pointed out that pressure seems to have been applied for the establishment of one exhibitor organization, told MOTION PICTURE DAILY, "you are a good guesser and you aren't far wrong."

In any event, both sides are not talking.

'Stranger' Opens Monday

United Artists' "Stranger on the Prowl," starring Paul Muni, will have its New York premiere at the World Theatre on Monday.

How to Really Enjoy This CHRISTMAS . . .



When Christmas dawns you'll awaken with a glow of genuine happiness that comes from having given the greatest gift of all to those who need it most—The gift of help in healing to those in your industry who are afflicted with tuberculosis. It's your gift to the CHRISTMAS SALUTE to "our own" Will Rogers Memorial Hospital.

CHRISTMAS SALUTE 1953

Sign the Salute Scroll at your office, and give to fight TB in your industry . . . give at least "an hour's pay."

It's <u>your</u> hospital!

Every employee in the Amusement Industry "owns a share" in Will Rogers Hospital. Everybody shares the protection, the glory of healing, and the responsibility.



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Saranac Lake, New York

Will Rogers Hospital gratefully acknowledges the contributions of ad production by M-G-M and space by publisher of this magazine

Conversion

(Continued from page 1)

new screen innovations, commenting that he foresaw multiple systems for the future rather than standardization.

Regarding future business, Goldenson mentioned that some of the factors which had adversely affected theatre attendance could be expected to reverse themselves in the future. The drop in population from 1940 to 1950 in the under-30 age group, which comprises the bulk of theatregoers, will be reversed as the war and post-war generation comes of age, he pointed out. They will present the motion picture industry with a great new market to tap, he declared.

Theatre operations of AB-PT for the fourth quarter of this year, Goldenson said, are running slightly behind last year to date. The reorganization of the company's theatre holdings, he stated, as required by the consent judgment, is now nearing completion. The company, he said, now has 627 wholly-owned theatres and 53 partially-owned, of which 65 remain to be divested.

Dividend Policy Unchanged

He indicated that present earnings would allow the company to maintain its dividend policy of 25 cents per share per quarter on the common stock. Operating earnings for the current year will be $1 per share, Goldenson estimated.

The CinemaScope production, "The Robe," he said, is doing excellent business. Twentieth Century-Fox's terms to AB-PT on the picture, he commented, is 70 per cent of the gross, adding that he hoped terms for the next CinemaScope release would be less.

AB-PT Free to Produce

(Continued from page 1)

various consent decrees do not prevent major circuits from engaging in production, although some of the later decrees do bar circuits from engaging in distribution.

He said the reaction to his proposal that exhibition should enter production unless present film companies come forth with sufficient product, has been "terrific." It has "stimulated exhibition thinking that they have to go forward" if producing companies fall down on the job, Goldenson declared.

No Production Plans Now

AB-PT has no present plans to enter production, he continued, but is watching the product situation from week to week. If AB-PT elects to enter production, Goldenson said, it will do so as an individual company and not in concert with any group. As to distribution, or financing, Goldenson said, AB-PT has not evolved any plans on those scores either. However, he added, unless the present product shortage is corrected, AB-PT will give "serious consideration" to entering production.

Walter W. Gross, vice-president and general counsel of AB-PT, who was also present at the luncheon, maintained that the courts in their consent rulings did not declare vertical integration illegal per se, that is the production, distribution and exhibition fields covered in the operations of an individual film company. The courts, he stated, attempted to correct the then existing conditions within the industry which were deemed bad, resulting in the divorcement of exhibition from production-distribution. Conditions, he added, are different today in the industry and what the court deemed bad need not be repeated, he indicated in response to a question.

¶ Goldenson claimed that there is no better time for exhibitors to get into production than the present one when, he stated, the demand for product far exceeds the supply.

He compared the present time to 1921 when, he said, such exhibitors as Harry, Jack and Albert Warner, the heads of Warner Brothers, Nate J. Blumberg, board chairman of Universal, and Y. Frank Freeman, production vice-president of Paramount, went into the production field for the want of product for their theatres. A new group of people are going to come along from exhibition ranks, Goldenson declared, unless the present situation changes.

Sees TV as Talent Source

In his prepared address, which dealt with AB-PT operations, Goldenson saw television as a source of creative talent for motion pictures. Declared Goldenson: "Particularly in view of the current shortage of film product is there room and opportunity in our industry for bright, young people to engage in independent production. I am sure that those who are interested will find groups within the industry ready and willing to finance their productions and to handle the distribution of their product on reasonable terms."

Sunday Films

(Continued from page 1)

hibited Sunday films, continued the ban.

Mt. Holly Springs in Cumberland County approved Sunday films, and so did Williams Township in Dauphin County. Williams Township has a drive-in theatre where Sunday films were shown a few times but abandoned when residents protested.

Many Communities Approve

Other communities approving Sunday films included Bloomsburg and Homer City, Indiana County; Clinton Township, Lycoming County; Greentree, Ohio Township, Allegheny County; Kittanning, Manor Township, Armstrong County; Economy Township, Beaver County; Quakertown, Tullytown, Warrington Township, Middletown Township, Bucks County; Smithfield Township, Huntingdon County; Kingston, Forty Fort, Kingston Township, Luzerne County; Rostraver Township, Westmoreland County.

New Cumberland defeated the proposal by a vote of 1,154 against and 730 for; Silver Spring Township in Cumberland County voted 215 against, 185 for, while other communities voting against Sunday films included: Catawissa, Columbia County; Fermanagh Township, Juniata County; Lewistown, Mifflin County; Burnham Borough-Derry Township, Mifflin County; Carlisle, Cumberland County; Greenwood Township, Perry County; Beaver, Beaver County; Zelienople, Butler County; White Township, Indiana County; Kelly Township, Union County.

Complete returns show 19 municipalities approved; 14 defeated Sunday films.

Production Is Pushed By Wayne-Fellows

HOLLYWOOD, Nov. 5. — A stepped-up production schedule now is in effect for Wayne-Fellows, whose pictures are distributed by Warner Brothers. Two features will go before the cameras on Nov. 16. The first, "The High and the Mighty," will star John Wayne, Claire Trevor and Laraine Day. The second will be "Ring of Fear," a circus story featuring Pat O'Brien and Clyde Beatty.

Three Para. Pictures Top Poll in Britain

LONDON, Nov. 5. — The British Film Institute has selected three Paramount productions for the first three positions in its monthly poll of exhibitors, press and public.

In order of position, the pictures are: George Stevens' "Shane," in Technicolor, starring Alan Ladd, Van Heflin and Jean Arthur; William Wyler's "Roman Holiday," starring Gregory Peck and Audrey Hepburn, and Perlberg-Seaton's "Little Boy Lost," starring Bing Crosby and Claude Dauphin.

"Shane" is Paramount's Adolph Zukor Golden Jubilee Salute picture.

Talk New Delivery Plan

ALBANY, N. Y., Nov. 5.—Exchange bookers here discussed a proposal by Firlik Film Service to discontinue Friday stops in certain towns. The plan was referred to home offices for decision.

14 More Members of Picture Pioneers

Fourteen more new members of the Motion Picture Pioneers have been accepted into the organization, bringing the list of new 15th anniversary members close to 75, a new high.

Accepted this week and ready for induction on the night of Nov. 12 at the Astor Hotel are Walter J. Barber, Universal, New York; David L. Cantor, RKO Radio, New York; Robert H. Denton, Paramount, Washington; Eric H. Ericsson, Paramount, New York; Chester W. Friedman, M-G-M, Toronto; Paul Grosz, 20th-Fox, New York; William K. Hollander, B. & K., Chicago; Bernard Klein, National Theatre Supply, New York; Frank LaGrande, Paramount, New York; Morrie Roizman, New York; Allen G. Smith, National Theatre Supply, New York; Philip Smith, Boston; Elmer C. Upton, B. & K., and Charles F. Wolfe, New York.

Emmer Is Making a Picture on Picasso

Luciano Emmer, director of "Three Girls from Rome" and last year's feature-length art film, "Leonardo Da Vinci," is now at work in Italy on a color documentary on the life and art of Pablo Picasso, I.F.E. Films Export here reports.

New Firm Files in N. Y.

ALBANY, N. Y., Nov. 1.—Solar Productions, Inc., has registered a certificate to conduct a film business in New York.

'Gilbert & Sullivan' Advance Sale Heavy

With $15,000 in advance tickets already sold for "Gilbert and Sullivan," the Bijou Theatre here has put seats on sale for the next eight weeks for the musical film that stars Robert Morley and Maurice Evans as the composer-lyricist team. Mail orders up to six months in advance are being accepted.

The Lopert-United Artists release is being shown on a twice-daily, reserved-seat schedule.

Two New Drive-ins For Massachusetts

BOSTON, Nov. 5.—Plans have been drawn by William Riseman Associates for the building of two new drive-in theatres in this state. Both are scheduled to open next spring. Redstone Drive-in Theatres, Inc., will erect a 900-car theatre in West Roxbury, while a 1,000-car drive-in will be built by Interstate Theatres in Hyannis.

Publicists Guild Sets Press Party Nov. 13

The Publicists Guild of New York will hold its third annual "Press Party" at the Hotel Astor here on Friday evening, Nov. 13. More than 500 men and women representing newspapers in the New York metropolitan area, and weekly and monthly publications are expected to attend the event.

Goldwyn to Reissue

(Continued from page 1)

and writers, "especially those speaking for the generation that has grown up since 'Best Years' was withdrawn," the Goldwyn office here stated.

Won Nine 'Oscars'

"To me, the headline drama of the picture is as great and as timely as it was when it was introduced," said Goldwyn.

Along with nine Academy Awards, called a record, "Best Years" won both the New York and the Los Angeles critics' awards and other national and international honors.

FCC Gives Channel For TV to KAKE

WASHINGTON, Nov. 4.—Federal Communications Commission hearing examiner Hugh B. Hutchison has recommended that a Wichita Television channel go to KAKE Broadcasting Co., Inc., rather than to Mid-Continent Television, Inc., in which West Coast exhibitor Sherrill Corwin has a 24 per cent interest.

Hutchison found that Mid-Continent had superior qualifications to KAKE with respect to the training and experience of key members of its staff, its proposed facilities and equipment and its program planning. However, he said that the owners of KAKE had better civic connections and deeper roots in the Wichita community, and therefore should get the channel. His proposed decision is subject to review by the full commission.

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 74. NO. 90 NEW YORK, U. S. A., MONDAY, NOVEMBER 9, 1953 TEN CENTS

Tradewise . . .

By SHERWIN KANE

VETERANS of the motion picture industry look forward year after year with increasing anticipatory pleasure to the annual dinners of the Motion Picture Pioneers. It is a time of meeting and renewing old friendships, a time of remembering, of exchanging reminiscences, and for a few pleasureable hours of reliving the past.

It is also a time of paying honor to one among them who has been designated "Pioneer of the Year."

The pleasure and the satisfaction to be derived from the occasion will match, at the Pioneer's annual dinner this Thursday night at the Astor Hotel here, any in the 15-year span of the gathering of industry pioneers. Their honoree that night will be Barney Balaban, president of Paramount Pictures, co-founder of Balaban & Katz, Chicago.

•

Balaban entered the industry as an exhibitor 46 years ago. With his brothers he operated the Kedzie Theatre on Chicago's West Side and, from that modest beginning, there grew the pre-eminent B. & K. circuit as it is known today and has been for nearly 30 years past.

Paramount's acquisition in 1926 of a two-thirds interest in B. & K. led eventually to Balaban's entry into Paramount as its president 10 years later. His distinguished direction of the extensive B. & K. operations, unique even in the vast Paramount-Publix operations of the late 1920's and early 1930's, had won wide respect for his administrative abilities.

•

Throughout the depression of the early 30's, B. & K. was a bulwark in the faltering Paramount-Publix empire, and, too, Balaban rendered important services to the reorganization of the parent company in those years. Thus it was natural that, when the company faced uncertain recovery after its reorganization, the directors

(*Continued on page 2*)

Poster Trust Suit vs. N.S.S. Is Dismissed

PHILADELPHIA, Nov. 8.—Judge William H. Kirkpatrick in Federal District Court here on Friday dismissed the complaint of the Independent Poster Exchange Co. against National Screen Service Corp. and all distributors, which has been pending for four years. He granted judgment for the defendants.

At the opening of trial, a motion was made by Louis Nizer, of Phillips, Nizer, Benjamin & Krim, counsel for National Screen, and by Earl Harrison, of Schnader, Harrison, Segal & Lewis, representing the distributors, to dismiss the complaint on the ground that the plaintiff was prevented from asserting the claim of monopoly and anti-trust violation, since he had held a franchise from National Screen which provided the poster renter with standard accessories manufactured and distributed by National Screen.

The Court also upheld the de-

(*Continued on page 4*)

May Televise Ferrer Shows from Stage

Negotiations for the possible theatre televising of the Jose Ferrer stage play series at the New York City Center are currently being conducted by Leo Rosen, independent theatre TV distributor, and Actors Equity.

The series will open with "Cyrano de Bergerac" on Wednesday and will continue through Jan. 3, with the fol-

(*Continued on page 6*)

11 from U-I In 4 Months

Universal-International will release 11 productions, eight of them in color by Technicolor and two in 3-D, during the first four months of 1954, it was announced at the weekend by Charles J. Feldman, general sales manager.

Additionally, U-I will release two Technicolor films in December, highlighted by the musical, "Walking My Baby Back Home," starring Donald O'Connor and Janet Leigh, with the entire program being spearheaded by the release of "The Glenn Miller Story."

Set for January release are "Forbidden," starring Tony Curtis, Joanne Dru and Lyle Bettger; "War Arrow," Technicolor, starring Maureen O'Hara, Jeff Chandler and Suzan Ball, and "Border River," Technicolor, starring Joel McCrea, Yvonne DeCarlo and Pedro Amendariz.

Besides "The Glenn Miller Story," which is in Technicolor and stars James Stewart and June Allyson, U-I's February releases will include "Taza, Son of Cochise," in Techni-

(*Continued on page 4*)

AMPA to 'Preview' 'News' Film Special

A "sneak preview" of the fall motion picture issue of the New York "Sunday News Rotogravure Magazine" will be held Thursday at the first luncheon of the season to be held by the Associated Motion Picture Advertisers at the Hotel Piccadilly here. Guests will be F. M. Flynn, president and general manager of the "News";

(*Continued on page 6*)

See Industry FCC Bid for Intra-city TV Channels

An industry bid for intra-city television channels, in an attempt to cut down local loop charges and increase the availability of local loops to theatres, was seen in the wake of the meeting of the National Exhibitors Theatre Television Committee, held last week in Chicago, in conjunction with the Theatre Owners of America convention.

Seeking intra-city channels from the Federal Communications Commission, such as those alloted to the broadcasting industry, was seen as the first logical step for the motion picture industry by a key figure attending the NETTC meeting. He cautioned, however, that no decision has as yet been made and that NETTC attorney Marcus Cohen has been delegated to study the entire problem on

(*Continued on page 6*)

Appoint Gronick to MPEA German Post

The appointment of S. Frederick Gronick as Motion Picture Export Association representative for Germany and Austria, with headquarters in Frankfurt, Germany, was disclosed here by the MPEA.

Gronick, who will leave here for

(*Continued on page 6*)

Reactions Good

TOA Plan for Arbitration Wins Support

Distribution Interested Despite Legal Problem

While admittedly serious obstacles stand in the way of full realization of the Theatre Owners of America's convention proposal to set up an industry arbitration plan for "all exhibitors who want it," without the participation of Allied States, key distribution executives, nevertheless, believe the plan to be well worth exploring.

Indications are, a canvass of several major companies on Friday revealed, that TOA's arbitration delegation will receive a sympathetic and interested audience when it gets around to calling on distribution leaders to discuss the convention plan.

In addition to distribution sympathizers, trade observers point out that the two New York exhibitor organizations can be counted upon for support for the idea and it is felt that many

(*Continued on page 6*)

Cowdin Out of USIA; Shelton Acting Chief

WASHINGTON, Nov. 8. — J. Cheever Cowdin, former Universal Pictures board chairman, has resigned as head of the Government's overseas film program. Cowdin was appointed last spring to head the film division of the U. S. Information Agency. His resignation, announced Friday, is effective immediately.

Turne Shelton, one of Cowdin's

(*Continued on page 6*)

CinemaScope Policy Told to Illinois Allied

CHICAGO, Nov. 8. — Spyros Skouras and Al Lichtman, president and general sales manager, respectively, of 20th Century-Fox, assured members of Allied Theatres of Illinois at a specially-convened meeting that 20th Century-Fox will assure every exhibitor who shows the first two CinemaScope pictures, "The Robe" and "How to Marry a Millionaire," a

(*Continued on page 6*)

Personal Mention

ERIC JOHNSTON, president of the Motion Picture Association of America, is scheduled to arrive here by plane on Wednesday from Europe.

•

EDWARD L. WALTON, executive assistant to J. R. GRAINGER, president of RKO Radio; CHARLES BOASBERG, general sales manager, and WALTER BRANSON, assistant general sales manager, have returned to New York from Chicago.

•

FRANK ENGEL, president of Newspaper Reporters Association of New York, will speak tonight at the monthly meeting of the Radio, Newsreel and Television Working Press Association of New York at Reuben's Restaurant.

•

ARNOLD M. PICKER, United Artists vice-president in charge of foreign distribution, has left here for Mexico City for meetings with HAROLD HECHT, of Hecht-Lancaster Productions.

•

BILL MUSSMAN, city salesman and office manager in Paramount's Minneapolis exchange, has returned there following a three-month absence because of illness.

•

EDWARD L. HYMAN, vice-president of American Broadcasting-Paramount Theatres, and BERNARD LEVY, his assistant, are in Detroit today from New York.

•

MOREY R. GOLDSTEIN, Allied Artists vice-president and general sales manager, returned to New York on Thursday from Chicago.

•

CHARLES SCHNEE, editorial assistant to DORE SCHARY, M-G-M production head, left here Saturday by plane for Paris and Cairo.

•

IVAN FULDAUER, M-G-M Midwest division press representative, left here Saturday for his Des Moines headquarters.

•

G. L. CARRINGTON, president of Altec Service Corp., has arrived in New York from Chicago and Hollywood.

Skouras May Return To Coast This Week

CHICAGO, Nov. 8. — Charles Skouras, president of National Theatres, was resting well on Friday and it is hoped that he will be able by the middle of the coming week to be flown back to California.

Sheil in New Post

Dick Sheil, formerly manager of motion picture advertising for "Good Housekeeping" magazine, has been appointed publisher's representative of "Park East" and "Promenade" magazines. Graham Johnston publishes both periodicals.

Tradewise . . .

(*Continued from page* 1)

turned to Balaban to take over the presidency of Paramount.

The company's recovery was immediate and impressive. Its sound fiscal policies, under Balaban, rewon the respect of the financial community not only for Paramount but also for a large segment of the industry of the motion picture.

Withal, Balaban has found time to actively serve numerous philanthropic, civic, educational and religious causes and institutions.

•

One who more than meets every qualification of a distinguished industry pioneer, Balaban is eminently deserving of the recognition to be bestowed upon him by his colleagues in the industry next Thursday.

There will be few able to walk, ride or be carried to the Astor that night who will miss that event without regret.

Crosley Will Make Chromatron Tubes

CINCINNATI, Nov. 8.—The first licensing agreement to produce the Chromatron tri-color TV tube developed by Chromatic Television Laboratories, Inc., has gone to Crosley's radio and television division, Avco Manufacturing Corp. Chromatic Laboratories is an affiliate of Paramount Pictures.

Leonard F. Cramer, Avco vice-president, announced that a licensing agreement had been signed with Richard Hodgson, president of Chromatic Television Laboratories, Inc. Cramer, in making the announcement, stated that "we have been working closely with Dr. Lawrence and Chromatic's staff so that when color television becomes a household reality we will be the first to offer the most advanced and compatible color reproduction."

Barney Balaban, Paramount Pictures president, in a letter to the president of Avco, Victor Emanuel, welcomed the association.

'Captain's Paradise' Strong in Chicago

CHICAGO, Nov. 8.—Topping $7,600 for its opening week, "The Captain's Paradise" yesterday wound up the best initial session in the Lopert Art House since the first round of "Come Back, Little Sheba," which holds the house record.

'Millionaire' in Albany

ALBANY, N. Y., Nov. 8.—Albany is scheduled to have its second showing of CinemaScope, at the Stanley Warner Strand, on Nov. 18, when "How to Marry a Millionaire" opens. The 20th Century-Fox release will run for two weeks.

Forty Italian Films Currently in Work

Italian film production continues at capacity, according to reports received here by Italian Films Export from Rome. Some 40 pictures and co-productions currently are in work at Rome studios and on locations in France, Turkey, Africa and other parts of Italy.

Oklahoma Owners to Meet on Dec. 7-8

OKLAHOMA CITY, Nov. 8. — The Theatre Owners of Oklahoma, Inc., has set Dec. 7-8 in the Biltmore Hotel here for its 36th annual convention, with a tradeshow to be staged in connection with the convention.

Morris Lowenstein, president and general convention chairman, says, "new techniques and devices for film production and theatre presentation, such as 3-D, CinemaScope, stereophonic sound, panoramic screens and Cinerama will be featured topics for discussion, as well as drive-ins, with nationally-known authorities on the subjects participating."

Serving on the tradeshow committee will be Paul Stonum, Anadarko, chairman, and E. R. Slocum, El Reno, and Ray Hughes of Heavener. Mrs. L. H. Goerke, Canton, has been named chairman of the ladies committee and she will be assisted by Mrs. Elizabeth Tucker, Guthrie; Mrs. Avece Waldron, Lindsay, and Mrs. Rhoda Cates, Seiling, all theatre owners in the Oklahoma area.

Delay Jersey City Hearing on 'Moon'

Another postponement, this time until Thursday, has been fixed in Jersey City's "Moon Is Blue" case, it was reported by Arthur J. Manfredonia, manager of the Stanley Theatre there.

The case, on which a hearing was originally slated for last Friday, grew out of the city's ban on the exhibition of the film by the Stanley. The city charged violation of an ordinance prohibiting the exhibition of obscene films, a charge which is being contested by United Artists, in addition to the theatre.

'Glass Web' Follows Hutton at Palace

The first picture to follow the in-person engagement of Betty Hutton at the RKO Palace here will be Universal-International's "The Glass Web," opening Wednesday. Eight acts of vaudeville will accompany the showing of the film.

'Carnival' Negative Here

The negative film of "Carnival Story," German-made Frank King production with color in Technicolor, arrived here yesterday by plane with King. Release is planned for this year through RKO Radio. The picture was shot simultaneously in English and German.

GPE's Net Earnings Show Rise of 156% For Nine Months

General Precision Equipment Corp. and subsidiaries, including National Theatre Supply, International Projector Corp., and others, report gains of 30 per cent and 75 per cent, respectively, in sales for the three months and nine months ended Sept. 30, over similar periods of 1952, on which increases of 53 per cent and 156 per cent, respectively, were registered in net earnings for the same periods.

Consolidated net sales for the three months ended Sept. 30, totaled $21,391,405, compared with $16,416,947 for the three months ended Sept. 30, 1952. Consolidated net income for the Sept. 1953 quarter amounted to $814,763, equal after preferred dividends, to $1.24 per share on 649,087 outstanding shares of common stock. For the corresponding period of 1952, consolidated net income amounted to $529,321, or 80 cents per common share, after preferred dividends, based on 646,087 common shares then outstanding.

For the nine months ended Sept. 30, consolidated net sales totaled $62,493,972, compared with $35,633,521 in the first nine months of 1952. Consolidated net earnings for the first nine months of 1953 amounted to $2,283,830, or $3.46 per share, compared with $890,433, or $1.34 per share for the nine months ended Sept. 30, 1952.

Equity Financing Started

Meanwhile, GPE at the weekend announced the first equity financing undertaken by the company since its formation in 1936 got underway on Saturday. Offered to the company's common stockholders were 108,167 shares of $2.90 cumulative convertible preferred stock, without par value. GPE will use the proceeds from the financing to repay bank borrowings incurred in expansion.

Reflecting issuance of the new preferred, consolidated capitalization will consist of $12,100,000 in short-term borrowings under a $15,000,000 "V-loan" revolving credit agreement; 10,000 shares of $5 cumulative preferred stock; the 108,167 shares of the new preferred stock; 300 shares of $5 convertible preference stock and 649,087 shares of common stock.

Hamrick's Orpheum Shut

SEATTLE, Nov. 8. — John Hamrick's Orpheum Theatre has closed, said to be a victim of the industry's retooling for CinemaScope, three-dimension and wide-screen products. Will J. Connor, executive vice-president of the circuit, said he thought that stabilization of the industry eventually will increase the flow of better films to theatres. He voiced the hope that the house might be back in business by the Christmas holidays.

Louis Epstein, 70, Dead

OMAHA, Nov. 8.—Louis Epstein, 70, industry pioneer and partner for 40 years in the Epstein Amusement Co., died here Thursday. The firm at one time operated 10 suburban theatres.

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Arbitration

(*Continued from page* 1)

independent exhibitors not members of any organization will welcome a trial of the idea, too.

It is known that even in Allied ranks there is some sentiment for trial of arbitration, even though that sentiment is in a very pronounced minority.

Frisch Move Recalled

It was recalled that the last exhibitor effort to revive arbitration action was initiated by Emanuel Frisch, head of the Metropolitan Motion Picture Theatres Association here, who arranged a dinner-meeting of exhibitor organization leaders, including Allied, in New York just prior to Allied's annual convention to explore the prospects for arbitration. Considerable exhibitor sentiment in favor of further action on the subject was expressed at that meeting, it is reported.

The main obstacles to the TOA plan, distributors suggest, will be found in the legal area. Any industry arbitration plan acceptable to distributors would require the approval of the Department of Justice and the Federal statutory court here, inasmuch as distributors want any arbitration agreement to be entered as a part of the Paramount case decree.

Doubt is widely expressed that the Justice Department or court approval could be obtained for any arbitration plan opposed by or lacking the support of any large segment of the nation's independent exhibitors.

It is also suggested that real difficulties might be encountered in establishing regional arbitration panels in strongly Allied areas such as the East and Midwest, without Allied or kindred independent exhibitors to choose from. The problem of enforcing arbitration awards against non-participating Allied theatres also would pose a problem, it is suggested.

Allied Officials Sounded Out

Officials of Allied States who were questioned at the weekend said without qualification that TOA's most recent move on arbitration has no effect whatever on Allied's position.

"TOA has been free at all times to go ahead with arbitration," said one Allied top official. "Its decision to do so now does not change Allied's position in any way. Allied's board and convention in Boston last month set forth our position on arbitration. That could not be changed before the February board meeting in Cincinnati, and I doubt that it will be then unless TOA comes up with an arbitration plan which includes the provisions the Allied board and convention said at Boston such a plan would have to have to be considered by Allied."

Those provisions were arbitration of film rentals, no pre-releases and no competitive bidding except at the request of an independent exhibitor.

Those provisions demanded by Allied will not be found in a TOA arbitration plan as TOA has asserted that the basis for discussion would be the last draft of the industry arbitration plan of last year, which did not include them.

TOA undoubtedly will have the support of Independent Theatre Owners of New York and the Metropolitan Motion Picture Theatres Association. Spokesmen for both said on Friday that the organizations have been strongly in favor of the establishment of an industry arbitration system in the past and that nothing has happened to alter that attitude.

Western Theatre Owners went along with Allied in rejecting the last industry arbitration plan and probably would do so again. However, recent defections in WTO membership to TOA, represented by the Washington and Oregon units, were seen as possibly influencing some change in WTO policies.

Rumor-Mongers Neglected to Tell Allied Of TOA Merger Reports, Snaper Says

Wilbur Snaper, Allied States president, on Friday professed ignorance of widespread reports at the Theatre Owners of America's Chicago convention last week of a possible merger between TOA and Allied.

"Even if such reports were circulated," Snaper said, "there is no basis for them. There has been no approach to me, official or otherwise, on such a matter nor, to my knowledge, has there been to anyone else in Allied."

In Washington, Abram F. Myers, Allied chairman and general counsel, declined to comment on any TOA convention actions, speeches or rumors.

TOA Cites Need of Production Code

CHICAGO, Nov. 8.—The board of directors of Theatre Owners of America in a closing session of the organization's convention at the Conrad Hilton Hotel here, stated that it "believes in assuring the public of high moral standards in motion pictures" and that it "recognizes the need and desirability of a production code based on the principles of industry self-regulation." The TOA recognizes, it was stated, "the mutuality of purpose with those producers of motion pictures who submit to the Production Code."

Ferrer Shows

(*Continued from page* 1)

lowing additional plays: "The Shrike," "Richard III" and "Charley's Aunt." Ferrer stars in each of the plays.

Meanwhile it was learned that Rosen, formerly TV director of the Fabian circuit and associated with the firm of Capell-MacDonald, has again delayed the theatre telecasting of his projected weekly fight series to January. Previously, it was indicated that the series might kick off this month.

AMPA 'Preview'

(*Continued from page* 1)

Richard W. Clarke, executive editor; Robert G. Shand, managing editor; William J. White, assistant managing editor, and Kate Cameron, film critic of the paper.

A display showing the processes of handling pictorial news from the original photograph to printing of the magazine is planned for the "preview."

TOA Convention Set Attendance Record

CHICAGO, Nov. 8. — From the standpoint of attendance, the Theatre Owners of America convention here last week was the largest in exhibition history. More than 2,000 attended the closing banquet Thursday night at which General Van Fleet was the principal speaker.

Social functions were climaxed by a cocktail party given by National Carbon which, incidentally, maintained "open house" throughout the entire convention, with William Kunzman, recently retired National Carbon sales executive, serving as host.

Cowdin Out of USIA

(*Continued from page* 1)

three top assistants in the film section, was named acting chief. Shelton was described as having had a long film industry career, including jobs with several of the Hollywood studios.

Cowdin said he was going back to his private business affairs. He said he had been called to Washington originally to reorganize the film division and to "get the thing back on its feet." He felt that he has now done the job he was supposed to do, he declared. "The program is on a sound footing now and ready to go ahead," he said. "I felt I could safely return to my business affairs."

Cowdin denied that his resignation indicated any dissatisfaction with Congressional cuts in appropriations for the film program. He had been widely quoted previously as being very unhappy about the small budget allowed the film division for the current year.



CinemaScope

(*Continued from page* 1)

profit equal to 10 per cent of the gross of the picture in his theatre. In reply to questioning by Allied members, the executives asserted that they will not sanction the showing of a CinemaScope picture without stereophonic sound until a reasonable test has been made; that pictures in the new medium will not be licensed to theatres without approved screens—meaning the Miracle Mirror and Astrolite at present—although Skouras said that he would lend all possible aid to any screen manufacturer who wants to bring his screens up to the standard demanded by Fox; that Fox would underwrite loans on CinemaScope equipment by supply companies to qualified exhibitors, even going so far as to pledge that the company would help exhibitors get reasonable terms and a long period of time to pay; that Fox will increase its reissue program to help tide small exhibitors over the threatened product shortage until they can install CinemaScope.

Explains Date Shortage

The inability of the company to grant dates to exhibitors on "The Robe" in some situations, said Skouras, is the result of a physical problem arising from the necessity to retool for printing of CinemaScope machinery to turn out a sufficient number of prints to satisfy the demand, unprecedented holdover playing time, and destruction of prints resulting from accidents caused by the newness of the medium.

Other Fox executives present were Earl Sponable, William Gehring, and General Van Fleet. Also attending were Allied States president Wilbur Snaper, director Trueman Rembusch, and producer Edward Alperson.

The meeting was led by the Allied of Illinois president, Jack Kirsch.

See FCC Bid

(*Continued from page* 1)

the projected industry's channel bid for either intra-city or inter-city channels, or both. Cohen will render a report to NETTC, before a decision is made.

It was noted, however, that the investment for the establishment of an industry organization to operate local loops would be much smaller than that needed for the operation of long-line facilities, similar to that of the American Telephone and Telegraph Co. The local loop problem was pointed up by the theatre telecast of the Marciano-LaStarza bout. On that occasion, Theatre Network Television sought local loop clearance from A. T. & T. for 32 drive-in situations and because of heavy charges or delayed action, was only able to clear four drive-in situations, it was stated.

Appoint Gronick

(*Continued from page* 1)

Europe on Thursday aboard the "Queen Elizabeth," will work under the supervision of Marc Spiegel, the present MPEA representative of Germany and Austria who has been promoted to the post of Continental manager with headquarters in Paris.

Meanwhile, it was learned that Al Corwin, associate director of public information for the MPEA, is expected back here from Europe this week. Corwin has been abroad to set up a public relations program in Italy, Germany and France.

A New Look for the New Movies...

Wide-Screen and 3-D Projection Lighting

The film industry is currently being revitalized by the third great technical revolution in its history. First, sound; then color; now panoramic and tri-dimensional realism are having their profound effect on movie-making and showing techniques.

Record Sums Spent

Exhibitors in the race to equip themselves for these new box-office bonanzas are spending thousands and tens of thousands of dollars on new optics, screens, sound equipment. Where does screen *lighting* equipment fit into this picture of modernization?

Light Losses Serious Problem

In wide-screen projection, screen light is distributed over *2½ times the area* of conventional screens. In 3-D systems, filters reduce the total screen light to about *half* its former value, even with *two* projectors trained on a new screen of much higher reflectivity. Both wide-screen and stereoscopic effects suffer serious handicaps from inadequate lighting; nothing short of a *major* improvement in your present lighting equipment will enable you to take full advantage of their terrific mass appeal.

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For these new screen media you need not only *much more* light . . . you need literally *all the light you can get!* This means new equipment —equipment to operate the higher-capacity carbons at maximum currents.

Give your patrons — and these great new entertainment media — the light they need. Don't delay—call in your theatre equipment supplier for a complete diagnosis of your projection lighting needs.

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'Shot in Arm' Seen As Result Of Trade Show

Active Equipment Year Predicted by Dealers

By AL STEEN

The trade show conducted by the Theatre Equipment and Manufacturers Association and Theatre Equipment Dealers Association in Chicago last week in conjunction with the Theatre Owners of America convention was regarded by both TESMA and TEDA leaders as a tremendous "shot in the arm" for their branch of the industry. The enthusiasm shown by exhibitors in new equipment, especially in wide-screen and stereophonic sound, appeared to lay the groundwork for an exceptionally active year for the equipment field.

Some supply dealers frankly admitted at the trade show that they had been on the verge of going out of business and going into some other line. The trade show was the factor in changing their minds. Not only was

(*Continued on page 2*)

Montague Sets 3 Meetings

A three-part sales meeting for Columbia Pictures' Home office executives, sales department heads, division and branch managers, salesmen, office managers and bookers, was announced by general sales manager A. Montague yesterday.

Montague, who will preside at all sessions, stated the meetings would be held in Chicago, New York, and San Francisco, with virtually the entire field sales force in attendance. First of these sessions opens at the Drake Hotel, Chicago, Sunday, with

(*Continued on page 4*)

Expect 600 to Attend Dinner for Balaban

Approximately 600 members of the Motion Picture Pioneers will attend the 15th annual dinner in the Astor Hotel here Thursday night, it was disclosed by Jack Cohn, president of the Pioneers. Cohn believes this year's dinner will break all previous records in the number of those attending as well as dais guests, guests of honor

(*Continued on page 5*)

Youngstein Going to Europe on UA's 35th Anniversary Plans

Max E. Youngstein, vice-president of United Artists, flies to Paris tomorrow to set European plans for UA's global 35th anniversary celebration and sales drives.

Youngstein will visit England, France, Germany and Italy to coordinate overseas anniversary operations with the heavy roster of commemorative activities and sales campaigns to be launched on the home front. The anniversary celebration, now being finalized at the home office here, will observe important milestones in the company's history and will feature a six-month sales push in the United States and Canada, beginning this weekend, with parallel one-year sales drives on all five continents beginning Dec. 1.

Youngstein will meet with Charles Smadja, UA's Continental manager;

(*Continued on page 4*)

'Robe' Prints for Tests Are Delayed

COLUMBUS, O., Nov. 9.—Prints for one-channel sound test showings of 20th Century-Fox's "The Robe" will not be available until the spring of 1954, said W. C. Gehring 20th-Fox sales executive, in reply to a letter from Robert Wile, secretary of the Independent Theatre Owners of Ohio. Said Gehring: "To make a print requires an entire new recording job

(*Continued on page 5*)

LIST IN CONTROL OF RKO THEATRES

Polaroid Guide for Projection of 3-D

A 14-page operator's handbook, presenting a complete step-by-step guide for the projection of 3-D films, has been prepared by the Polaroid Corp. for free distribution to theatres requesting it. The booklet, also describes in detail the proper use of the new synchronization and monitoring equipment that Polaroid is making available nationally as part of its recently announced technical service program.

'Stereocolor' Is Set For Coast Showing

DAVENPORT, Ia., Nov. 9.—Stereocolor, developed by Stereocolor, Inc., of this city, a single-strip, 3-D process, will be demonstrated in Hollywood within a few weeks, according to present plans of B. J. Palmer, radio pioneer, author and lecturer, who is president of the company.

"Unlike any other single strip 3-D process," says Palmer, "Stereocolor improves 3-D from the camera on through projection, by taking twice

(*Continued on page 2*)

U. S. Finishing Head Joins Greene in Buy Of Hughes' Holdings

The sale of Howard Hughes' 929,020 shares of RKO Theatres Corp. stock, representing an approximately 24 per cent controlling interest, has been sold to a group headed by Albert List, chairman of the board of U. S. Finishing Co., and which includes David J. Greene, New York investment counsellor, and member of the theatre company board for the past two years.

Financial circles reported yesterday that List, heretofore a stranger to the film and theatre business, furnished the money for approximately 886,000 shares of the Hughes' total at a price of $4.75 per share, or around $4,208,500.

Greene is said to have exchanged some approximately 40,000 shares of RKO Pictures Co. stock for the remainder of Hughes' theatre company holdings. Reportedly, the negotiations

(*Continued on page 5*)

'Millionaire' in Brilliant Bow

(Pictures on Page 4)

Twentieth Century-Fox's "How to Marry A Millionaire" in CinemaScope was welcomed to New York last evening by some 4,700 who filled to capacity Loew's State and Brandt's Globe theatres, crowds which jammed Broadway for blocks adjacent to the two theatres, and hundreds of thousands more who viewed proceedings at home on television.

With details of mounted police assigned to accommodate the throngs

(*Continued on page 4*)

Starting to Release MGM 'Julius Caesar'

After letting its Shakespearean production, "Julius Caesar," run exclusively in New York City for six months, M-G-M is now starting the release of the picture with a limited number of special engagements.

Tomorrow, "Julius Caesar" will open at the Four Star Theatre, Los

(*Continued on page 2*)

Snaider System Shown

Portable TV Bows in N.J.; Game Grosses Dip Slightly

The Snaider portable theatre TV set, under Box Office Television's leasing plan, was given its initial tryout Saturday when the New Theatre in Elizabeth, N. J., presented the Notre Dame-University of Pennsylvania football game from Philadelphia. Of the 750 seats in the house, 620 were sold at $1.25 each, according to Sid Stern, co-owner of the theatre. Reception was good although slightly dark due to the murky weather at the playing field and a slight defect in the transmission during part of the second half. But audience reaction was said to have been excellent and Stern plans to continue the Saturday presentations as long as they last.

BOT furnished its own screen for the presentation, measuring 9-by-12 feet. This was because the theatre screen had been coated for 3-D showings and it was believed better reception could be obtained by using another.

From the standpoint of attendance at other theatres playing the game around the country, the Stanley Theatre in Philadelphia was the best, drawing 2,600 in the 2,700-seat house. Although Philadelphia was supposed to have been blacked out for theatre TV, a deal was made because Franklin Field was entirely sold out for the game.

All-in-all, attendance for the Notre

(*Continued on page 4*)

Personal Mention

SID KRAMER, RKO Radio short subjects sales manager, and JAY BONAFIELD, RKO-Pathe executive vice-president, will leave here today for Detroit.

•

ARTHUR H. DEBRA, director of community relations for the Motion Picture Association of America, will deliver a lecture on 3-D films tonight at the New York University School of Commerce, Accounts and Finance.

•

EDWARD MOREY, Allied Artists vice-president, left here by plane yesterday for the Coast to attend the meeting of the company's board of directors.

•

VINCENT R. MCFAUL, manager of Shea theatres in Buffalo and Niagara Falls, is resting at his home following an operation in Sisters Hospital.

•

OWEN CRUMP, Paramount Pictures director and writer, will arrive in New York tomorrow from the Coast.

•

STEPHEN PIROZZI is the new publicity representative for M-G-M in the Buffalo and Albany territories.

•

HERB STEINBERG, Paramount Pictures publicity director, is in Washington today from New York.

•

WILLIAM WYLER, Paramount Pictures producer-director, arrived here yesterday by plane from Paris.

•

SAM DEMBOW, of Producers Service Co., is expected back here from the Coast on Thursday.

•

CARD WALKER, Walt Disney studio advertising director, is in New York from Hollywood.

Greek Royal Couple AMPP Guests Friday

HOLLYWOOD, Nov. 9. — The Association of Motion Picture Producers on Friday will host King Paul and Queen Frederika of Greece at a luncheon in the RKO studio, to be attended by 300 industry leaders, civic officials and screen personalities. The AMPP board chairman, Y. Frank Freeman, will preside.

Queen Visits Skouras

CHICAGO, Nov. 9. — Charles Skouras, in Michael Reese Hospital recovering from a heart attack suffered last week, was paid a surprise visit today in his hospital room by Queen Frederika of Greece, who slipped away from reporters and other members of her entourage to pay her respects to the ailing theatre executive.

No Paper Tomorrow

Motion Picture Daily will not be published tomorrow, Armistice Day, a legal holiday.

Goldenson to Talk To Carolina Owners

CHARLOTTE, Nov. 9. — Leonard Goldenson, president of American Broadcasting - Paramount Theatres, will sound the keynote for the 41st annual convention of the Theatre Owners Association of North and South Carolina to be held here on Nov. 22-24.

He will speak at the opening business session of the convention on Nov. 23. Walter Reade, Jr., newly elected president of the TOA, will also appear on the program.

Speakers from Many Sections

Mrs. Walter Griffith, executive secretary of the association, said a formidable list of speakers representing virtually every phase of distribution, exhibition and theatre supply had been booked for the convention. Among these she listed were Herman Levy, general counsel of the TOA; Dick Pitts, public relations director of TOA; J. Robert Hoff, president of the Ballantyne Co. of Omaha; Nat Williams of Thomaston, Ga.; R. H. Heacock of Camden, N. J.; Walter Green, president of National Theatre Supply Co.; Edward Lachman, representative of Nord Co., New York, and Fred Matthews, president of the Motiograph Co.

Rivkin Joining A.A. As Aide to Mirisch

HOLLYWOOD, Nov. 9. — Allied Artists vice-president, Harold Mirisch, has named Joseph Rivkin, former general manager of Wald-Krasna Productions, as his executive assistant. Discussing the industry veteran's appointment, Mirisch said, "The addition of Rivkin is in line with the company's policy of obtaining top creative talent to execute the most ambitious releasing plans ever undertaken by Allied Artists."

"Rivkin most recently served as assistant to RKO vice-president C. J. Tevlin, and as supervisor of the Cinerama opening here.

Half Day Tomorrow For Most Companies

Virtually all major companies and others in the industry, as well as the Motion Picture Association of America will close for a half day tomorrow in observance of Armistice Day. Among the organizations, in addition to the MPAA, which have declared a half-holiday are Columbia, M-G-M, Allied Artists, Paramount, Republic, 20th Century-Fox, United Artists, Universal and Warner Brothers. RKO Radio has planned no change in its usual working day.

'Target Earth' Set For RKO Release

RKO Radio will distribute "Target Earth," science-fiction feature produced by W. Lee Wilder, in accordance with an agreement just signed by Charles Boasberg, RKO Radio general sales manager. The film is scheduled to be released in the early part of 1954.

'Shot in Arm'

(*Continued from page* 1)

there a feeling noted that exhibitors were in the frame of mind to modernize their theatres but that new equipment was vital. It appeared certain that those exhibitors who felt that they could not afford CinemaScope would at least go in for wide-screen and, because of the advent of stereophonic sound, for new and improved sound equipment.

Sales and orders for new equipment placed at the trade show were said to have been heavy and, in most categories of equipment, sales representatives stated they were pleased highly with the results. Those booths that displayed equipment relating to the new media were the most heavily patronized.

Improvement Long Overdue

One equipment dealer said that a vast majority of theatres in his territory had not improved their equipment for as long as 25 years and the owners or managers of those houses have been awakened to the necessity to re-equip. He said this re-awakening was much more noticeable than it was at the trade show last year.

'Julius Caesar'

(*Continued from page* 1)

Angeles, for a run. On Dec. 22, there will be a "society opening" at the Aldine in Philadelphia. Then, on Christmas Day, it will premiere in Boston at the Shubert Majestic, in Chicago at the Shubert Selwyn, in Cleveland at Loew's Ohio Theatre, and in San Francisco at the Stage Door Theatre. All will be on a two-performances-a-day, reserved seat basis.

Fritz Goodwin, Shakespearian scholar, will begin a tour of the country Nov. 16 to deliver illustrated lectures in schools. John Houseman, producer of the picture, will make personal visits to Philadelphia, Boston and other early engagements.

'Stereocolor'

(*Continued from page* 1)

the number of pictures per second, over present methods, but projects at the standard film speed of 24 frames per second. Thus we have twice as many brain pictures, at no increase in film speed. By faster continuity of action, we have a more solid picture. This has been a desired feature in 3-D, but as far as is known, no other 3-D process has attained it."

Stereocolor uses a single-lens camera, a standard 35mm. film strip and can present a screen ratio up to 2.44-to-1, with standard lens. A single projector is used.

Telemeter Starts Nov. 28

HOLLYWOOD, Nov. 9. — The world premiere of pay-as-you-see television has been scheduled for Nov. 28 by Telemeter Corp. The coin-in-the-slot system will be inaugurated in the resort town of Palm Springs, Cal.

Song Writers File Anti-Trust Action; BMI Is Target

An anti-trust suit seeking $150,000,000 damages was filed in Federal Court here yesterday by a group of 33 composers and authors against Broadcast Music, Inc., NBC, CBS, ABC and MBS, charging monopoly by the TV and radio networks and record companies in developing an alleged unlawful "music pool." The plaintiffs, who included Ira Gershwin, Arthur Schwartz, Gian Carlo Menotti and Dorothy Fields, filed the suit on behalf of 3,000 American song writers.

It is charged that the defendants violated the anti-trust laws when they caused the formation of BMI, growing out of the networks' controversy with the American Society of Composers, Authors and Publishers in 1939. It is claimed that the stations limited or restricted the performance of music that was not in the pool and sought to monopolize the performance rights to restrain trade and commerce. The plaintiffs charge that the defendants refuse to publish songs unless they are controlled by BMI. A breakup of the alleged monopoly also is asked.

Jacob H. Lubin, 79, Veteran of Loew's

Jacob H. Lubin, New York, general vaudeville booking manager for Loew's Theatre for many years, died yesterday at his home after a lengthy illness. His age was 79.

Lubin started his career in show business as manager of Miner's Eighth Avenue Theatre, New York, and in 1909 joined Loew's as assistant to Joseph Schenck in the vaudeville booking office. He later became general vaudeville booking manager of the circuit. He had been bedridden for the last 10 years.

Surviving are his daughter, Mrs. Marvin H. Schenck of Los Angeles, wife of a vice-president of Loew's, Inc., and a sister, Mrs. Fannie Glicksman of New York. Funeral services will be held today at 2:00 P.M. at the Park West Funeral Chapel.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center

M-G-M's "KISS ME KATE" starring
Kathryn GRAYSON · Howard KEEL
ANN MILLER
Photographed in ANSCO COLOR
Print in TECHNICOLOR
and SPECTACULAR STAGE PRESENTATION

DORIS DAY
HOWARD KEEL
Calamity Jane
Color by TECHNICOLOR
In Person
The AMES BROS.
PUPI CAMPO
And His ORCHESTRA
CLIFFORD GUEST
PEIRO BROS.
PARAMOUNT TIMES SQUARE
Midnight Feature

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"'Kate' in 3-D Tests Plays 40% Better Biz." —FILM DAILY

"3-D of 'Kate' tops standard version grosses by 40%." —M. P. DAILY

"KATE" GREAT!

BELOW:
Key art used in ad campaign available in Press-Book.



SHE ASKED FOR IT IN 3-D!



FAITHFUL IN HER FASHION IN 3-D!



SHE HATES MEN IN 3-D!

TESTS PROVE 3-D GREAT FOR M-G-M's "KISS ME KATE" (In Glorious Color)!

M-G-M conducted test engagements of "KISS ME KATE" in 6 cities, 3 engagements in 3-D—and 3 in flat. The purpose was to determine the comparative boxoffice power of the two versions.

The 3-D engagements were more successful by substantial percentages. Critics were unanimous on the 3-D success in the three test cities that used it. Typical review excerpts were:

"Kate's the Best 3-D Yet!"—*Columbus Citizen* in Front Page Review

"This 3-D is the best we have seen thus far!"
—*Syracuse Herald Journal*

"A fine screen translation of our favorite musical, finer in 3-D!"
—*Dallas Morning News*

The picture was held over in 5 test spots. In the holdovers that played their first week flat, the second week was changed to 3-D.

Although the picture is available in both 3-D and flat, it is M-G-M's recommendation that all theatres so equipped present this picture to their patrons in 3-D for greatest boxoffice returns. YOU HAVEN'T SEEN 3-D UNTIL YOU'VE SEEN "KISS ME KATE"!

★

M-G-M presents "KISS ME KATE" starring KATHRYN GRAYSON • HOWARD KEEL • Ann Miller with Keenan Wynn • Bobby Van • James Whitmore • Kurt Kasznar • Bob Fosse • Tommy Rall • Screen Play by Dorothy Kingsley • Music and Lyrics by Cole Porter • Play by Samuel and Bella Spewack • Photographed in Ansco Color • Print by Technicolor • Directed by George Sidney • Produced by Jack Cummings

THE COMING INDUSTRY EVENT! M-G-M's FIRST CINEMASCOPE PRODUCTION "KNIGHTS OF THE ROUND TABLE" (In Color Magnificence)

'How to Marry A Millionaire' Bows







THE DUAL PREMIERE here last night at Brandt's Globe and Loew's State of "How to Marry A Millionaire" in CinemaScope drew an impressive audience of showbusiness, social and political celebrities. Among those who attended (from left to right) in first photo were: Sol A. Schwartz, president of RKO Theatres, and Mrs. Schwartz. Center photo: Harry Brandt, president of Brandt Theatres; Robert Wagner, actor, Diana Stecker and Al Lichtman, 20th Century-Fox director of distribution. Third photo: Eugene Picker, Loew's executive, and Charles Einfeld, vice-president of 20th Century-Fox.

'Millionaire'

(*Continued from page* 1)

and traffic halted for blocks, a galaxy of stars of showbusiness and prominent persons from the civic, business, social and political worlds assembled at the two theatres for the event.

Mammoth lights illuminated the entire premiere area as celebrities, headed by guest of honor Lauren Bacall, topcast in the production, arrived at the theatres. Recording the arrivals were crews of Movietone photographers and corps of newspaper and wire service photographers.

Overhead, Tex McCrary, in a New York Skyways helicopter, described the scene as part of a three-way telecast beamed by ABC-TV to the video audience in a "live" news program between 8:30 and 9:00 P.M. The first telecast of its kind in New York history also saw Jinx Falkenburg McCrary and Dennis James, respectively, at the State and Globe theatres interviewing guests as they entered the theatres. Coverage for radio audiences was handled by Pat and Barbara Barnes, at the State, and Fred Robbins, at the Globe, for rebroadcast later this week on their shows on Mutual.

Joining Miss Bacall, who planed to New York from Hollywood for the occasion, were 20th Century-Fox stars Ethel Merman and Robert Wagner.

'Millionaire' to Open In Buffalo Tonight

BUFFALO, Nov. 9.—"How to Marry A Millionaire" will open at the Century Theatre here tomorrow night to the accompaniment of outdoor searchlights, popping photographers' bulbs and radio broadcasts which will feature tape-recorded interviews with many notables attending the premiere. Among the industry executives who plan to attend are Spyros Skouras, Jr., head of Skouras Theatres, and Mike Todd, president of Todd-American Optical Productions. Lauren Bacall, who is starred in the picture, will make a personal appearance.

OLD FRIENDS . . . GREAT FRIENDS . . .

EVERYONE

WHO IS ANYONE . . . . .

is attending the

15th ANNUAL DINNER

of the

MOTION PICTURE PIONEERS

Thursday, Nov. 12th, Hotel Astor

honoring

BARNEY BALABAN

AS

THE PIONEER
OF THE YEAR

ERIC JOHNSTON, dinner chairman

GEORGE JESSEL, toastmaster

Last call for reservations! Send check for $20.00 to Jack Cohn, President of the Motion Picture Pioneers, 729 Seventh Avenue, New York City.

Montague Sets

(*Continued from page* 1)

the field force from the Midwestern section of the country in attendance.

Stressing that this is not a "sales convention" in the accepted sense of the term, Montague pointed out that current and forthcoming releases from Columbia "make it mandatory for face-to-face meetings between policy-making home office executives and field personnel who will be responsible for the execution of company policy," a statement said.

"We have never believed in giving our sales force a number of pictures with the directive 'go out and sell,'" Montague said. "Rather, we have always felt that our job was to turn over to the field the films produced by the studio only after we had analyzed them ourselves and felt, following discussions with those who work most closely with exhibitors, that the method of selling agreed on would best help the exhibitors to maintain and build business."

Montague announced that, in addition to the Chicago meeting, there would be sessions at the Savoy Plaza Hotel, New York, on Nov. 30-Dec. 3, and at the St. Francis Hotel, San Francisco, Dec. 14-17.

Portable TV

(*Continued from page* 1)

Dame-Penn game was slightly below that of the previous Saturday. The Marbro in Chicago grossed $2,200 in the 4,000-seater, while the 2,500-Stanley in Baltimore did approximately $700. In the latter house, the entire theatre was on a general admission basis of $1.50 including tax, with the regular screen show following. Children were charged 50 cents.

The 2,300-seat Rivoli in Toledo drew $800, the 1,400-seat Crown in Chicago grossed $800 and the 1,500-seat Grand in Albany pulled about $550.

Meanwhile, Lou Gerard of BOT left this week on a tour of the East and Midwest to see exhibitors who have inquired regarding the installation of equipment. Regional basketball games and other events are planned by BOT for the winter.

Youngstein Leaving

(*Continued from page* 1)

Montague C. Morton, managing director for Great Britain, and other key European sales executives. In addition, he will confer with producers and directors readying films abroad for anniversary-year release, among them Joseph L. Mankiewicz, who is completing casting for "The Barefoot Contessa"; Robert Rossen, now scouting locations for "Alexander the Great," and David Miller, who will direct "The Silver Nutmeg."

The United Artists vice president also will meet with Richard Condon, who is making a 90-day survey for United Artists of publicity and promotion operations by producers filming pictures in Europe and Great Britain for release by UA.



RKO Theatres

(*Continued from page* 1)

with Hughes were conducted by Greene.

Greene, however, has had reputedly large holdings of RKO Theatres stock for some time past and has the voting rights to a considerably greater number of shares through accounts with his investment counseling firm. He went on the board of RKO Theatres in late 1951 after waging a proxy contest which resulted in his election and that of one of his nominees, A. Louis Oresman. In that election, Greene's counsel, Isidor J. Kresel, claimed they polled a vote of more than 1,000,000 shares.

No Executive Changes Expected

Since Greene's advent on the theatre company's board, he has worked in harmony with management and consequently the trade was not inclined yesterday to predict any changes of significance in the executive line-up, headed by Sol A. Schwartz, president.

However, changes in the board are to be anticipated, possibly this Thursday when the directors are scheduled to meet.

The Hughes' RKO Theatres stock has been in the trusteeship of Irving Trust Co. since the company's divorcement from RKO Pictures Corp. became effective Dec. 31, 1950. Irving Trust, under the terms of the RKO consent decree, was entitled to vote the Hughes stock in the interim and, in that capacity, elected two directors to the theatre company's board. They are Ben-Fleming Sessel and William J. Wardall.

With Irving Trust out of the picture and the Hughes' theatre stock now owned by List and Greene, the latter would be entitled to elect at least two more directors to the board of six members. The other two directors are Schwartz and Edward C. Raftery, counsel to the firm.

It is expected that the resignations of Sessel and Wardall will be submitted at this week's board meeting, with List or his nominees being elected to fill the vacancies.

Hughes Purchase in 1948

Hughes acquired the 929,020 shares from Atlas Corp. in 1948 for a price reported at the time to be $9,000,000. When the RKO divorce was consummated in 1950, Hughes received 929,020 shares in both the new theatre and the new picture companies. With his present sale aggregating in excess of $4,400,000, Hughes has recouped about half the original investment while still owning the controlling interest in RKO Pictures Co. Hughes made a $1,250,000 profit on the latter a year ago when the Ralph Stolkin Chicago syndicate defaulted its down payment after calling off the deal to purchase Hughes' stock in the picture company. Hughes since has added to his picture company holdings.

Actual sale of the RKO Theatres stock by Hughes was approved by the Securities & Exchange Commission and the New York Stock Exchange last Friday, when the shares closed at $3.87½ on the day's trading. Both the theatre company and picture company shares were up yesterday in fairly heavy trading, the theatre shares closing at 4⅜, up ½, on a turnover of 63,600 shares; the picture company went up ⅛ to close at 3¼ with 2,900 shares changing hands.

In early 1952 the Department of Justice applied to the Federal Court for an order requiring Hughes to sell the theatre stock within a limited period or have it sold for him by the trustee in the ensuing two years. Hughes successfully contested the order on the grounds that the intent of the consent decree was satisfied by the stock being placed in trusteeship and that he should not be required, therefore, to sell it within any arbitrarily stated time period. The court agreed.

HOWARD E. STARK
Brokers and Financial Consultants
TELEVISION STATIONS
RADIO STATIONS
50 E. 58th St., N. Y. EL 5-0405
Specialists to Motion Picture Industry

Television--Radio

with Pinky Herman

WE ALWAYS SUSPECTED that Marriage was an institution and now further proof (if such data were needed) reaches this desk via the Press Department of NBC. A somewhat hazy outline credit sheet reveals that "Bride & Groom," which for the past seven years has been the scene of some 1,853 weddings attended in spirit by millions of guests, moves into NBChannel 4 across the board starting Monday, Nov. 30. John Nelson will continue as M.C. (Marriage Contractor) with Jergens Lotion picking up the Mon.-Wed.-Fri. tabs. Producer is Masterson, Reddy & Nelson. . . . Guild Films' telefilm series, "Life with Elizabeth," situation-comedy already winning friends and influencing people's TV schedules in 35 American markets, will help station CEPL-TV in London, Ontario, Canada, in making its debut Dec. 1. . . . The line that caught our eye was "produced in 1916 by Thomas Alva Edison," and that was enough to prompt ye TV Chronicler to make a note to tune in next CBSaturday at 6:30 P.M. to the "Paul Killiam Show," which will feature the ancient thriller, "Helen of the Chorus."

☆ ☆ ☆

Walt Framer will be host to his staff and the press Thursday afternoon to formally open his new spacious air cooled offices, comprising 6,000 sq. ft. at 1150 Sixth Ave. In three years the pint-sized dynamo has become one of TV's most successful indie producers with "Strike It Rich," "The Big Payoff" and "Double or Nothing" all in the top brackets. . . . The one-sided score notwithstanding, Harry Wismer's able sportcast over DuMont of last Sunday's football game between the N. Y. Giants and the Philadelphia Eagles, almost matched the brilliance of the pigskin flinging of Bobby Thomason who merely passed for four touchdowns. . . . Disk Jockeys seem to be "waxing" enthusiastically over Richard Hayes' newest Mercury platter of "Long Black Rifle." . . . William Bush Baer, who is Dean of NYU's College of Arts & Sciences, starts his second year as Producer-Writer of the fine WCBSunday morning TV program, "Our Goodly Heritage." . . . Prexy Mort Sackett of Commonwealth Film & TV, Inc., has just concluded deals with WTTG (Wash., D. C.), WXEL (Cleveland), and WIFE-TV (Dayton) involving cartoons, serials, Westerns, shorts and features.



Walt Framer

☆ ☆ ☆

Nothing succeeds like success, and dancing master Arthur Murray is well aware of it. That's why he's so anxious for Betty Hutton to make her TV debut on the "Arthur Murray Show" via NBC-TV. You see, Betty, in her first movie role, gave him the national spotlight by singing "Arthur Murray Taught Me Dancing in a Hurry." . . . Not only does Scripter Hal Kanter appear as a regular panelist on KHJ-TV's "Scoop the Writers," but he can (and DOES just that) by plugging Bob Hope's forthcoming Paramount flicker, "Here Come the Girls," which he wrote with Ed Hartmann. . . . Sudden thawt: Has any male ever referred to Maggi McNellis' "Leave It to the Girls" gang as "PAN-elists"? . . . With the Monday, Nov. 30th program, the oldest coast-to-coast musical series, "Voice of Firestone," NBCelebrates its 25th anniversary on the air. . . . NCA-TV has concluded the largest regional film sale to date with the deal whereby Dancer-Fitzgerald-Sample agency has purchased for Falstaff Beer, "City Detective," to be shown in 118 TV markets. This, along with the series' 53 other sponsors, gives this "cops and robbers" thriller 171 outlets.

'Robe' Prints

(*Continued from page* 1)

and, of course, an extra printing job. Both tasks would be done at our studio and at the Technicolor laboratories in Los Angeles. Neither of these jobs can be done in anything but an extensive time period."

Wile had offered the Star, first-run house in Upper Sandusky, Ohio, owned by Leo Jones, for the proposed test. Wile said the Star has a Miracle Mirror screen and is willing to purchase anamorphic lenses. Wile said the Star has been approved for CinemaScope showings by 20th Century-Fox.

Jones and Wile made their proposal following the Allied convention at Boston at which 20th-Fox president Spyros Skouras said such tests could be arranged. Gehring said that Skouras "had no idea of the re-recording job or the special printing job when he talked at the convention. None of us knew the handicaps involved to have such tests. It is our opinion that regardless of the size of the theatre and regardless of whether they use CinemaScope or not, any theatre that intends to remain in business will have to install stereophonic sound. It is essential to the entertainment value so necessary to bring the patrons back to our theatres."

Wile Caustic

In a reply to the Gehring letter, Wile charged that the company either is "insincere" or "doesn't know what its talking about." Wile said that Skouras declared that standard prints of "The Robe" were to be made available for subsequent use in churches.

Wile said that while he is "not an expert in the laboratory field" he does know that "you can take an optical track from a CinemaScope print and the sound track from a standard print and put them together with very little effort or delay."

Wile said that "if you wait until spring to make the test that will mean nothing. The initial publicity will have been dissipated and would be a test in name only. We do not think that stereophonic sound is essential in a small theatre. In fact, we believe it would add nothing to a picture."

Wile added that Peter M. Wellman of the Girard Theatre, Girard, Ohio, had offered his house for a test of the one-channel print or "The Robe."

Dinner for Balaban

(*Continued from page* 1)

and principal speakers of the dinner honoring Barney Balaban as "The Pioneer of 1953."

George Jessel will again be the toastmaster, Eric A. Johnston, back from the Near East, will be chairman and among the principal speakers will be John Daly, radio and TV news analyst; the Very Reverend James A. Pike, Dean of St. John the Divine Cathedral in New York, and Henry Ford II of the Ford Motor Co. Former Judge Ferdinand Pecora will again induct the new members.



Organ Magic
of
JACK WARD
on TV and Radio
19th Week at
Rainbow Room
Radio City, N. Y.

Warner Brothers is producing in CINEMASCOPE . . . M-G-M is producing in CINEMASCOPE . . . Walt Disney is producing in CINEMASCOPE . . . Columbia is producing in CINEMASCOPE . . . Universal-International is producing in CINEMASCOPE . . . United Artists is producing in CINEMASCOPE . . . 20th Century-Fox is producing in CINEMASCOPE



FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 74. NO. 92 NEW YORK, U. S. A., THURSDAY, NOVEMBER 12, 1953 TEN CENTS

Legislative Front

Censor Repeal Drive in 1954 Seen Unlikely

Move May Await Court Action on Two Cases

By J. A. OTTEN

WASHINGTON, Nov. 11.—There is little likelihood of any major drive next year in state legislatures against state film censorship laws, according to industry lawyers working on censorship matters.

In the first place, only 14 state legislatures meet next year, and of these only three are states which have censorship laws. One of the three is Maryland, which the Motion Picture Association of America has picked as a major target for a censorship-repeal drive. However, the Maryland legislature is scheduled to have only a one-month special session, and industry officials believe that it would not be practical to try to get a censorship

(*Continued on page* 4)

Lawrie Quits N.F.F.C. Post

LONDON, Nov. 11. — James H. Lawrie has resigned as head of the National Film Finance Corp., which dispenses government production subsidies, in order to enter production himself. His new association was not disclosed.

The government recently advised Parliament that it proposed to extend N.F.F.C.'s powers for another three years. Lawrie's resignation is re-

(*Continued on page* 6)

Cite Better Viewers For 'Cease Fire'

The world premiere of "Cease Fire," Hal Wallis' 3-D production, will be viewed with new type Polaroid glasses never before used in New York, according to Paramount. The picture will open here at the Criterion Theatre on Nov. 23.

The new three-dimension glasses, which will be distributed to patrons,

(*Continued on page* 4)

Goldwyn Ends Talks On Lindbergh Story

Samuel Goldwyn has withdrawn from negotiations for purchase of screen rights to Charles A. Lindbergh's story, "The Spirit of St. Louis," published recently by Scribner's, Goldwyn announced yesterday. Goldwyn has been here for the past several weeks negotiating for the property. He plans to leave for the Coast on Saturday. While no reason was given by the producer for withdrawing from the negotiations, it was reported elsewhere that Lindbergh had set up so many conditions affecting a production of the story that Goldwyn concluded if he were to agree to them, Lindbergh would be producing it rather than himself.

Sturdy $100,000 for 1st Week of 'Marry' At State Forecast

A sturdy $100,000 for the first week of "How to Marry A Millionaire" at Loew's State was forecast here yesterday on the basis of business done on Armistice Day and the opening day, Tuesday. Business at the Globe, which is also featuring the second CinemaScope production, was reported good also, although no first week forecast could be procured.

Most Broadway theatre managers reported fairly brisk holiday grosses yesterday. At Loew's State, from $18,000 to $20,000 was seen for Armis-

(*Continued on page* 2)

Odlum Let Option On Hughes' RKO Theatres Expire

Negotiations for the sale by Howard Hughes of his controlling stock interest in RKO Theatres to Albert List, chairman of the board of U. S. Finishing Co., through David Greene, New York investment counsellor and member of the theatre company's board of directors, were begun soon after the expiration of a first-refusal option on the Hughes' stock which had been held by Floyd B. Odlum of Atlas Corp., it was learned yesterday.

The option, which Odlum had held for several years, entitled him to buy the theatre company stock at the price offered by any prospective purchaser Hughes proposed to deal with. The option is said to have expired several months ago.

The new RKO Theatres' controlling interest holders will attend a meeting of the company's board of directors here today at which the resignations of Ben-Fleming Sessel and

(*Continued on page* 6)

Johnston at MPAA Meet Here Today

A new film agreement with Holland was reported here on the eve of today's scheduled arrival from London of Eric Johnston, president of the Motion Picture Association of America. Johnston had been on a special Ambassadorial jaunt to the Near East for President Eisenhower.

Johnston, on his first day here, will attend a meeting of the board of directors of the MPAA in the afternoon, and in the evening he will be chairman

(*Continued on page* 6)

Confusion Persists

Eady Plan Status Uncertain Despite CEA's Ratification

LONDON, Nov. 11.—Confusion over the voluntary continuance of the Eady Plan persists here following an announcement that despite last week's ratification of the trade's voluntary plan by the Cinematograph Exhibitors Association's general council, its president, John W. Davis, would not sign the agreement until a C.E.A. deputation has met with the president of the Board of Trade.

The meeting of the C.E.A. deputation with Peter Thorneycroft, president of the Board of Trade, was held today and though the exhibitors were given no assurances and little satisfaction, it was regarded as certain that the voluntary agreement for continu-

(*Continued on page* 6)

Rodgers to End Tie With Loew's March 1

WASHINGTON, Nov. 11.—An agreement between Loew's and William F. Rodgers, former Loew's sales manager and now company consultant, under which the termination date of Rodgers' employment contract has

(*Continued on page* 6)

New Schedule

Dues Drive by COMPO Starts On Nov. 30

Salesmen to Canvass; Scale Reduced 25%

The week of Nov. 30 has been set for the annual dues collection drive of the Council of Motion Picture Organizations in all domestic exchange territories. In pointing out that exhibitor dues had been reduced 25 per cent, Robert Coyne, COMPO special counsel, listed this year's dues schedule as follows:

¶ **Four-wall theatres: Up to 500 seats, $7.50 yearly; up to 750 seats, $11.25; up to 1,000 seats, $18.75; up to 2,500 seats, $37.50; over 2,500 seats, $75.**

¶ **Drive-in theatres: Up to 300-car capacity, $7.50 yearly; up to 500-car capacity, $11.25; up to 600-car capacity, $18.75; over 600-car capacity, $37.50.**

All dues collected from exhibitors will be matched dollar for dollar by

(*Continued on page* 4)

Pioneers Meet Here Tonight

The annual dinner of the Motion Picture Pioneers will be held here tonight at the Astor Hotel, with indications pointing to the biggest turnout in the 15-year history of the organization, Jack Cohn, Pioneers president, reported. Guest of honor will be Barney Balaban, Paramount president, who has been named "Pioneer of 1953."

The largest number of new members, over 100, is recorded for this

(*Continued on page* 4)

'News' Executives at AMPA Event Today

The 1953-54 opening luncheon of Associated Motion Picture Advertisers today will honor five editors and executives of the New York "Daily News." The occasion will feature the publication of the special fall motion picture issue of the "Sunday News" rotogravure section to be issued on

(*Continued on page* 6)

Personal Mention

ADOLPH ZUKOR, Paramount Pictures board chairman, and GEORGE WELTNER, president of Paramount International, now in Israel, are scheduled to return here by plane tomorrow, completing a six weeks' European tour.

•

WILLIAM KEIGHLEY, Warner Brothers executive, and MRS. KEIGHLEY, arrived in New York Tuesday from Europe aboard the "Queen Elizabeth."

•

AL CORWIN, co-director of public information for the Motion Picture Association of America, will return to New York tomorrow from Europe.

•

ROY M. BREWER, Allied Artists executive, was the principal speaker yesterday at the luncheon meeting of the Westwood (Cal.) Exchange Club.

•

FLORENCE FRIEDMAN, office manager for I. F. E. Releasing Corp. in Cleveland, has announced her engagement to SAM HARRIS, of the same city.

•

FRANK MURPHY, Loew's Theatres division manager with headquarters in Cleveland, has returned there from Shaker Heights.

•

LOUIS LOBER, general manager of the United Artists foreign department, left here by plane yesterday for Tokyo.

•

HERBERT OCHS, operator of a circuit of drive-in theatres in Canada, will leave Cleveland this week for Florida.

•

JAY EMANUEL, publisher, left University Hospital, Philadelphia, yesterday to complete recuperation at home.

•

PEGGY ANN GARNER is aboard the "Liberte" en route from New York to Europe.

•

DAVID O. SELZNICK has arrived here by plane from the Coast.

RKO Board Meets to Be Held on Coast

HOLLYWOOD, Nov. 11.—With the arrival of J. Miller Walker, RKO Pictures general counsel and secretary, meetings of the company's board of directors are scheduled to get under way here within the next few days. James R. Grainger, company president, arrived here earlier from New York.

Col. Annual Confab To Be Held Dec. 21

The annual meeting of Columbia Pictures stockholders will be held here on Dec. 21, the company announced.

It is expected that a proxy statement will be sent to stockholders on or about next Monday, it was added. Originally, the meeting was slated for last Oct. 14.

New York Exhibitors' Mass Rally for Will Rogers Hospital Drive Today

A Will Rogers Hospital mass meeting is scheduled for 9:30 A.M. today at the Bijou Theatre, New York City. All theatre personnel, district managers and managers' of all New York exchange theatres and circuits are invited to attend. Faye Emerson, Jimmy Nelson, Abe Montague, Robert J. O'Donnell and others will speak on Will Rogers Hospital activities and the 1953 "Christmas Salute."

Charles Moss is exhibitor chairman of the Christmas Salute in the New York exchange area.

Robbins' Novels to New Magnum Co.

The formation of Magnum Pictures by John Bash, Elizabeth Dickinson and Kurt Hirsch for the production of several pictures from the novels of Harold Robbins, was disclosed here yesterday by the trio who are currently involved independently in several film productions.

Production on the initial Robbins novel, "Never Leave Me," which will be published on Jan. 1, is scheduled to start in May. In addition to purchasing film rights to Robbins' three current novels, "Never Love A Stranger," "The Dream Merchants" and "A Stone for Danny Fisher," and to his forthcoming "Never Leave Me," Magnum has taken an option on "69 Park Avenue" which Robbins is now writing.

Partner in New Firm

The purchase of the novels, which is said to involve $200,000, also extends to Robbins a partnership in the new company. "Dream Merchants," a novel about the film business, is scheduled to be the second production with "A Stone for Danny Fisher" and "Never Love A Stranger" scheduled to follow. Jack Hanley has been signed to write the screenplay for "Never Leave Me."

Bash is executive producer on "Crossed Swords," a completed production starring Errol Flynn and Gina Lollobrigida, produced in Italy for United Artists release.

Bash Productions recently completed "Roogie's Bump," featuring the Brooklyn Dodgers, on which Kurt Hirsch acted as associate producer.

Miss Dickinson is an artist representative, and has production credits on "Stolen Identity," made in Germany and also acted as co-producer with Bash on "Roogie's Bump."

20th-Fox Toppers to Fly to Coast Today

Studio conferences and screenings of "Beneath the 12-Mile Reef" and "King of the Khyber Rifles" are on the agenda of 20th Century-Fox president Spyros P. Skouras, who flies to Hollywood from here today.

Accompanying Skouras will be Al Lichtman, director of distribution; Charles Einfeld, vice president, and W. C. Gehring, executive assistant general sales manager.

Promotional and distribution plans on the two CinemaScope color in Technicolor productions, slated for release in December and January, respectively, will be charted at the sessions.

Illinois Allied Studies Equipment-Buy Plan

CHICAGO, Nov. 11.—In line with the wishes of its membership, the board of directors of Allied Theatres of Illinois, at a meeting held here, named a special committee to make a thorough study of group equipment purchasing for members of the organization.

Jack Kirsch, president of Illinois Allied, announced the following appointments to the committee: Jack Clark, chairman; B. Charuhas, Robert V. Harrison, Howard Lubliner, Sam C. Meyers and Kermit Russell of Schoenstadt Theatres.

Because of the current concern of exhibitors relative to wide-screen, this committee, according to Kirsch, will immediately begin to call on the manufacturers of wide-screen and sound equipment to determine costs and receive complete information as to the technical phases governing the installation of proper equipment.

May Engage Technician

Kirsch stated that if necessary, the group will engage a competent person with technical and engineering knowledge to advise members on their needs in order to suitably accomplish wide-screen projection.

The feeling of the membership was that exhibitors' problems with respect to wide-screen can be greatly overcome through intelligent counselling by an authority familiar with the technical and engineering aspects of the new medium and thus save theatre owners money in costly and unnecessary experimentation. They also voiced approval of the resolution adopted at the national Allied convention in Boston calling for standardization on a 2-to-1 aspect ratio for all productions.

MGM Foreign Meet In Belgium Nov. 22

Executive, sales and publicity personnel of M-G-M in Continental Europe, totalling 40, will meet with Arthur M. Loew, president of Loew's International Corp.; Samuel N. Burger, general sales manager, and David Lewis, regional director of Continental Europe, at the "M-G-M European Panoramic Convention," in Belgium beginning Nov. 22.

The convention, said to be the first of its kind ever held in Belgium, will see new product, discuss sales policies and highlight the company's drive to get immediate installation of all-purpose panoramic screens in European theatres.

'Millionaire'

(*Continued from page 1*)

tice Day, following an opening day gross of over $10,000. "How to Marry A Millionaire" at the Globe was said to have opened at $6,000. Both the Globe and Loew's State have hiked their opening prices from 70-80 cents to $1 for the CinemaScope attraction, while the top price is $1.80.

At the Paramount, a nice $11,000 was seen at the box-office, launching the second week of "Calamity Jane" on the screen and the Ames Brothers on stage. At the Capitol, business was holding up fine for "From Here to Eternity," which ended its 14th week on Tuesday night with a solid $32,000.

A terrific $1,350,000 has been racked up by "From Here to Eternity" at the Capitol in its 14 weeks.

The second week of "Queen of Sheba" at the Astor got off to a good start following a first week's gross of a healthy $27,200. A big $25,000 was forecast for the first week of "Living Desert" at the off-Broadway Sutton after a record-breaking opening day of $2,930 on Tuesday.

"The Robe" today begins its ninth week at the Roxy, setting a new long-run record in the 26-year history of the house. Previous champions were "Wilson" in 1944 and "The Razor's Edge" in 1946, both held for eight weeks. The total nine-week gross, exclusive of the admission tax, was estimated at $1,360,000.

Although no official announcement has been made, the first CinemaScope production is expected to continue its run until the Christmas holidays, when either "King of the Khyber Rifles" or "Beneath the 12-mile Reef," both 20th Century-Fox CinemaScope productions, is expected to open at the Roxy.

Yesterday's brisk business at Radio City Music Hall partly off-set last Friday's box-office dip due to the snow storm, with a fairly good $130,000 registered for the first week of "Kiss Me Kate."

A chunky $180,000 was the estimated gross for Betty Hutton's recently-concluded four-week engagement at the RKO Palace.

CHICAGO, Nov. 9.—Holdovers still are doing the best business here, with "The Robe" soaring back above $60,000 in its eighth week at the State Lake, "This Is Cinerama" still topping $40,000 at the Palace in its 15th week, "From Here to Eternity" holding steady at close to $20,000 in its 10th session at the Oriental, "Captain's Paradise" threatening to top last week's great $7,600 opening at the Ziegfeld.

A.A. Stockholders Will Meet Today

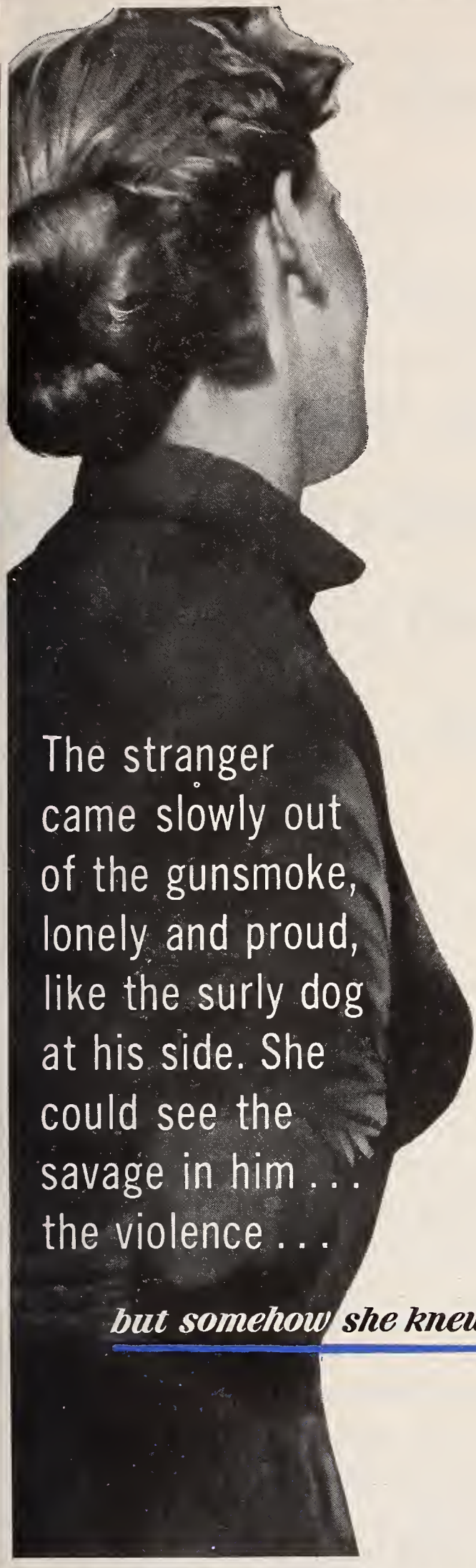
HOLLYWOOD, Nov. 11.—Stockholders of Allied Artists will meet here tomorrow to consider proposals to change the official name of the corporation and to amend incorporation articles to permit increasing the common stock from 1,000,000 to 1,500,000 shares. The directorate will meet following the stockholders' session.

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JOHN WAYNE

...They called him

"Hondo"



The stranger came slowly out of the gunsmoke, lonely and proud, like the surly dog at his side. She could see the savage in him . . . the violence . . .



but somehow she knew she'd let him stay...

IN 3 DIMENSION AND WARNERCOLOR

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WARNER BROS. AND INTRODUCING
GERALDINE PAGE
WITH
WARD BOND • MICHAEL PATE • JAMES ARNESS
SCREEN PLAY BY JAMES EDWARD GRANT • PRODUCED BY ROBERT FELLOWS
DIRECTED BY JOHN FARROW • A WAYNE-FELLOWS PRODUCTION
DISTRIBUTED BY WARNER BROS.
THIS PICTURE CAN BE EXHIBITED ON WIDE SCREENS

Thanksgiving!

COMPO Dues

(*Continued from page* 1)

the member companies of the Motion Picture Association of America.

As was the case in last year's drive, the canvass of theatres will be made by the sales forces of the 10 major film companies, working under the direction of distribution and exhibitor committees in each exchange area. Use of the salesmen in the canvass was approved by all of the companies' general sales managers at a meeting called by Charles Feldman, general sales manager of Universal-International, chairman of the general sales managers' committee.

Coyne made it plain that the canvass is being conducted with the approval of all five exhibitor organizations that are charter members of COMPO. These are Theatre Owners of America, Allied States, Metropolitan Motion Picture Theatres Association, Independent Theatre Owners Association, and Western Theatre Owners.

The dues canvass will be conducted under a formula devised by Trueman T. Rembusch, formerly one of the three co-chairmen of COMPO, who is still chairman of the COMPO finance committee. The formula, providing for a definite timetable for all activities in the canvass, was adopted from a collection formula "used with great success" by the Catholic Archdiocese of Indianapolis in raising funds.

Last year's dues collection resulted in the enlistment of about 14,000 theatres as dues-paying members of COMPO.

AB-PT Dividends on Preferred, Common

Dividends of 25 cents per share on the outstanding preferred stock of American Broadcasting - Paramount Theatres and 25 cents per share on the outstanding common stock of the corporation have been declared by the board of directors of the corporation. Dividends are payable Dec. 21 to holders of record on Nov. 25.



FLY TWA to EUROPE and SAVE!

Hotels are uncrowded, your dollars buy more and during Thrift Season (Nov. through March 31) you save up to $101 on TWA round-trip tickets to Europe. See your travel agent or call TWA, Trans World Airlines.

Reviews

"Easy to Love"

(Metro-Goldwyn-Mayer)

ESTHER WILLIAMS, Van Johnson and Tony Martin head the cast of this lush musical in color by Technicolor, a marquee roster which should attract many a customer. The setting is beautiful Cypress Gardens in Florida, a vacation spot that proved so popular on film to the thousands who have seen "This Is Cinerama." All of these plus factors make "Easy to Love" enjoyable film fare, with the light entertainment offered outweighing some weaknesses in story structure.

Many a teen-ager will swoon at Tony Martin singing such tunes as "Didja Ever," "Look Out! I'm Romantic," and "That's What A Rainy Day Is For." Esther Williams is no slouch when it comes to sex appeal, either, and ditto for Van Johnson.

The story, which is never taken too seriously, finds Johnson as the proprietor of Cypress Gardens and Miss Williams as one of his star performers. She swims, looks lovely on the lawn, and is in love with her boss only to have him spurn her every overture. Then they both go on a trip to New York, she, dreaming of winning him, he, intent on making more money by capitalizing on her beauty. Tony Martin at this point enters the picture and begins his wooing of Miss Williams. He portrays a charming suitor, offsetting the business-like Johnson. However, it's Van that Miss Williams really loves and everything turns out neatly at the end when he succumbs.

Scenically, Cypress Gardens has much to offer, and the water activities highlighted for the tourists make an eye-filling spectacle. One of the most charming interludes is a clown act performed by Miss Williams.

Others in the cast include John Bromfield, Edna Skinner, King Donovan, Paul Bryar and Carroll Baker.

Joe Pasternak produced, and Charles Walters directed, from a screenplay by Laslo Vadnay and William Roberts, based on a story by Vadnay. The musical numbers were created and directed by Busby Berkeley. Credit for the title song, "Easy to Love," which is a fetching tune, goes to Cole Porter.

Running time, 96 minutes. General audience classification. Release date, Dec. 25.

MURRAY HOROWITZ

"Walking My Baby Back Home"

(Universal-International) *Hollywood, Nov. 9*

THE PAIRING of the nimble Donald O'Connor and the beauteous Janet Leigh, two of young America's favorite people, and the latter the 1953 leader in Quigley Publications' "Stars-of-Tomorrow" poll which had foretold the former's present fame as long ago as 1943, was a prime piece of box-office reckoning. With those names for billing purposes, it stood to reason that a film full of bright tunes and filmed in color by Technicolor should have smooth sailing in a market dominated, as to ticket purchases, by the junior consumer and his gal. And that's the kind of sailing the O'Connor-Leigh musical is likely to have, in spite of assorted shortcomings on the entertainment side, for the young people are its natural public.

There are 12 musical numbers in the production, put together for the O'Connor-Leigh combination by producer Ted Richmond, with Leonard Goldstein as co-producer, and all of them are performed in one or another of the modern rhythms relished by today's 'teen-agers. They are from many sources, ranging backward from Johnny Mercer to Stephen Foster and Franz Liszt, and they are dealt with in full and at commendable length by various combinations of musicians, singers, and predominantly dancers. Not all of these uses of all this music come off rewardingly, but O'Connor does very smartly indeed in two solo sessions of precision Terpsichore, and "Scat Man" Crothers makes the whole film worth while in his handling of the indestructible "Honeysuckle Rose." They are the standout numbers.

Veteran, versatile Lloyd Bacon, the director who can make more out of less than anybody, succeeds as well as could be expected in giving semblance of substance to a screenplay by Don McGuire and Oscar Brodney that overextends even the elastic boundaries of musical-comedy fiction. But the only really Bacon-worthy scene in the story is an incredibly comic sequence in which a bibulous vocal coach, portrayed with gusto by Isabelle Dawn, gives O'Connor a singing lesson. This one's tremendous.

Buddy Hackett, Lori Nelson, Kathleen Lockhart, George Cleveland, John Hubbard, Norman Abbott, Phil Garris, Walter Kingsford, Sidney Miller, The Modernaires and The Sportsmen are also in the picture.

Running time, 78 minutes. General audience classification. For December release.

WILLIAM R. WEAVER

Jacobs-Horwits Firm Dissolved on Coast

HOLLYWOOD, Nov. 11.—Arthur P. Jacobs and Al Horwits have dissolved their recently-formed partnership by mutual agreement. Each will continue to operate independently in the field of public relations.

U-I Pact for Newman

HOLLYWOOD, Nov. 11.—Edward Muhl, vice-president of Universal-International, has signed Joe Newman to a two-picture directional contract, starting with "This Island Earth."

Columbia Promotes Levy, Klein, Ernst

Arthur Levy has been promoted by Columbia Pictures to the post of controller, succeeding C. B. Wikoff, who recently resigned. At the same time the company disclosed that Milton Klein, former chief auditor, and Leonard Ernst, former statistical executive, have been made assistant controllers.

All three are long-time Columbia employes. Levy first went to Columbia in 1934, Klein in 1930 and Ernst in 1937.

Censor Repeal

(*Continued from page* 1)

repeal drive through in such a short time.

Moreover, Catholic groups and other organizations in Maryland have been rallying to the defense of the censorship law, and all in all, industry officials have decided it would be better strategy to let the matter ride until 1955.

It is also argued that the industry should wait to see what the U. S. Supreme Court does with the pending appeals in the "M" and "La Ronde" cases. These cases probably won't be decided until the spring.

This wait-for-the-Supreme Court attitude also dominates the thinking with respect to the other two censorship states whose legislatures meet next year—New York and Virginia.

The 11 other states whose lawmakers are slated to convene in 1954 are, according to MPAA legislative representative Jack Bryson: Kentucky, Mississippi, Rhode Island, New Jersey, South Carolina, California, Colorado, Massachusetts, Arizona, Michigand and Louisiana.

Bryson said he did not know now of any new taxes or other proposals harmful to the industry that were likely to come up in any of these legislatures. The first legislature to meet will be that of Kentucky, on Jan. 4; the others keep coming into session at intervals from then on through the spring, Bryson said.

Pioneers Meet

(*Continued from page* 1)

year, Cohn added. Eric A. Johnston, president of the Motion Picture Association, will be chairman, and George Jessel again will be toastmaster. Samuel H. Goldenson, Rabbi Emeritus of the Temple Emanu-El, New York, will give the invocation. Ferdinand Pecora, former Supreme Court Justice, will induct the new members.

Speakers besides Jessel, Johnston, Cohn and Balaban, will include Ernest E. Blake, chairman of the board of Kodak, Ltd., London; The Very Reverend James A. Pike, Dean of the Cathedral of St. John the Divine; Tex O'Rourke, roadmaster of the Circus of Saints and Sinners.

Also invited to the dais were: Jack Alicoate, A. J. Balaban, John Balaban, Nate J. Blumberg, last year's Pioneer of the Year, Harry Brandt, Gardiner Cowles, Edward P. Curtis, Sam Dembow, Jr. Gus Eyssell, Si Fabian, Frank Folsom, Henry Ford II, William J. German, Abel Green, William J. Heineman, Sam Katz, Louis Lurie, John J. O'Connor, Robert J. O'Donnell, Sam Pinanski, Harry Joe Brown, Martin Quigley, Milton R. Rackmil, Sam Rinzler, Herman Robbins, Spyros P. Skouras, Nat Taylor, Joseph R. Vogel, Albert Warner.

Better Viewers

(*Continued from page* 1)

are the product of the Polaroid Corp., and are described by Paramount as more comfortable and represent "an important technical advance stereoscopically" over the glasses previously employed in viewing three-dimension films. The special Polaroid glasses are said to be the result of "years of experimentation" by Dr. Edwin H. Land, "one of the foremost specialists in the optical profession."

The Industry's Most Important 3-D *Announcement!*

Pola-Lite announces an arrangement to provide every exhibitor with the revolutionary new MOROPTICON single projector, single track 3-D system ...absolutely FREE!

Perfect 3-D Projection—at 2-D Operating Costs! Here is the scientific achievement that will establish 3-D at the box-office once and for all!...because using only one projector and a single film strip, MOROPTICON gives a sharper, double bright, relaxing 3-D picture! There's no screen jitter, no misalignment, no discomfort! Studio after studio acclaims MOROPTICON as the best one-track system they have ever seen...and only their top, double-A, forthcoming product will be permitted to utilize the Moropticon System.

What MOROPTICON IS: MOROPTICON is the long awaited, history-making method of projecting 3-D on a single film strip. It is an attachment that can easily and quickly be adapted to any conventional projector.

What MOROPTICON DOES: • Permits 3-D projection to be as simple, as efficient and as low-priced to run as 2-D! • Eliminates the need for two synchronized projectors. • Gives 2-D light quality to 3-D! • Eliminates large investments for bulky 3-D equipment. • 3-D prints can be handled in the same manner as 2-D, with conventional reels, cases, etc. • No light-reducing filters needed. • No extra booth operators needed. • Saves money in electrical and carbon consumption. • No intermission necessary due to elimination of changeovers. • Fits any size theatre throughout the world, any size screen.

How to Order MOROPTICON: We will furnish the exhibitor with the complete MOROPTICON one-film-strip projection system absolutely FREE of charge. The only provision required is that the exhibitor purchase 30,000 pair of POLA-LITE all-plastic glasses in a period of one year, at the minimum rate of 2,500 pair per month. A $500 deposit will apply against the last two months commitment.



ORDER YOUR MOROPTICON ONE-STRIP SYSTEM NOW!

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GIVE YOUR PATRONS THE NEW LOOK IN 3-D—AND THE BEST GLASSES TO SEE IT WITH!

National Pre-Selling

"'THE CAINE MUTINY,' a fascinating close-up of life aboard a dilapidated destroyer-mine sweeper in World War II," is spotlighted in "Collier's" Nov. 12 issue. "Columbia's version of 'The Caine Mutiny,' directed by Edward Dmytryk, hews close to the novel. It traces the adventures of Willie Keith from midshipman school to manhood aboard a fate-ridden naval vessel. And it pictures the mutiny of the original story, from its start as the brain child of an intellectual lieutenant to its climax during a typhoon, and its eventual denouncement in a brilliant court-martial scene."

•

"'Torch Song' keeps Joan Crawford not only hoofing but also singing (with the husky voice of India Adams dubbed in) and playing with gusto the role of a self-centered star who falls in love with a blind pianist," reports "Life" in the current issue. "Like her wardrobe, Joan's talents have kept up remarkably with the times, her personality has lost none of its sheen and sparkle."

In the same issue "Life's" Motion Picture editor says "The fatherly role in 'The Actress,' with its alternation of sputtering rage and tenderness, was made to order for Spencer Tracy, who has been acting much the same kind of part for almost 20 years but never so well as now."

•

"'Kiss Me Kate,' the bouncy, bountcous film version of Cole Porter's hit musical is yours for the viewing any way you want it, 3D-wide screen or 2D," reports Louella Parsons in "Cosmopolitan's" November issue. "No matter how you look at it, this is a truly great picture, particularly when Kathryn Grayson wears scarlet tights. She is slim hipped, big eyed, beautifully voiced, young and chesty. A completely gay and glamorous star."

•

"Two 7-year-old boys, as different from each other as a hot dog and a chocolate eclair, make 'Little Boy Lost' and 'Little Fugitive' extraordinary entertainment," reports "Look" in the current issue. "'Little boy lost' is a frail Parisian child, who makes his debut co-starring in an American film with Bing Crosby. The 'little fugitive' is Richie Andrusco, who runs away to Coney Island to lose his troubles in an orgy of soda pops and pony riding."

•

"'The Captain's Paradise,'" reports Philip Hartung in the November issue of "Women's Home Companion," "is a giddy fable about a man with a wife in one port, a mistress in another. Alec Guinness and Yvonne DeCarlo are the stars."

Also appearing in the issue is a full page color ad featuring Ann Blyth, co-star of "All the Brothers Were Valiant," and incidentally advertising Lux Soap.

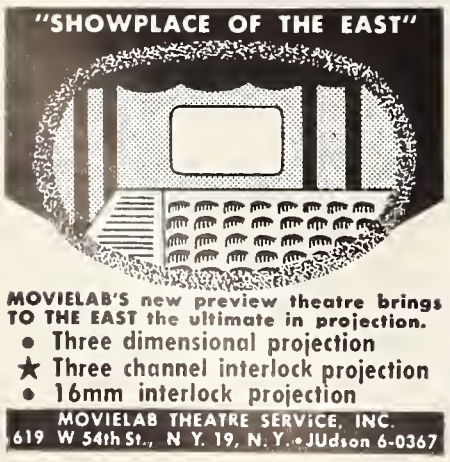
•

"Gentlemen Prefer Blondes'" co-star Jane Russell is the cover girl in the Nov. 15 issue of "Parade." In the same issue Jane tells about the big buildup Hollywood gave her in part one of a two-part biographical feature.

•

"Blowing Wild," "The Golden Blade," and "Martin Luther" are among the pictures reviewed by Ed Miller in "Seventeen's" November issue.

WALTER HAAS



Odlum RKO Theatres Option

(*Continued from page* 1)

William J. Wardall as directors are expected. Sessel and Wardall represented Irving Trust Co., trustee of the Hughes' theatre stock under the provisions of the RKO Pictures divorcement consent decree.

With the stock being removed from trusteeship in consequence of the sale by Hughes, it is expected that List and a representative will go on the RKO Theatres board, one of them possibly as chairman, which would be a newly-created post.

May Name Third Director

Unconfirmed reports yesterday were that List might elect a third director. However, in view of his association with Greene this did not appear too likely in the opinion of most observers. As a result of a proxy fight waged in 1951, Greene won two places on the board, the other being held by his nominee, A. Louis Oresman. Thus, the List-Greene combination would have four members of the six-man board even though List elected only two directors.

The other two directors are Sol A. Schwartz, RKO Theatres president, and Edward C. Raftery, counsel.

List acquired 886,000 of the 929,020 shares of the theatre company's stock formerly held by Hughes. The remainder went to Greene. The latter's holdings, owned or controlled, thus were boosted to about 125,000 shares, exclusive of a large number for which he holds proxies through his investment counselling firm. In addition, Oresman owns about 40,000 shares, which could be voted with the List-Greene combination.

Individually, List now owns approximately 23 per cent of the 3,914,900 shares of RKO Theatres stock outstanding, regarded as effective control. The Greene-Oresman holdings are about five per cent more, exclusive of proxies obtainable by Greene.

As a result of the stock purchase from Hughes, RKO Theatres shares were the most actively traded issue on the New York Stock Exchange for two consecutive days this week. On Tuesday, the issue had a turnover of 85,300 shares, with no change in the closing price from the day before —4⅜, which was still below the $4.75 per share price paid to Hughes by List and Greene. The stock market was closed yesterday in observance of Armistice Day.

Rodgers-Loew's

(*Continued from page* 1)

been advanced to March 1, 1954, was filed with the Securities and Exchange Commission.

The agreement, in the form of an amendment to Rodgers' contract, which went into effect Dec. 19, 1951, was made on Oct. 19, 1953, the SEC was informed. The March 1 termination date, it was stated, will be put into effect instead of the previous termination date of July 26, 1954.

Hope Color TV Show Tie-in with 'Girls'

Bob Hope's network color TV program on NBC Tuesday will be pegged to the comedian's forthcoming Paramount film, "Here Come the Girls."

Hope arrived here yesterday accompanied by Joan and Jean Corbett, twins who are also featured in the picture and who on Tuesday will launch a 20-city personal appearance tour on behalf of the film.

Johnston

(*Continued from page* 1)

of the Motion Picture Pioneers annual dinner at the Astor Hotel, honoring Barney Balaban, Paramount president, as the "Pioneer of 1953."

Johnston is expected to render a report, presumably dealing with the status of film negotiations in France and the recently concluded new pact with Holland at this afternoon's meeting of company presidents. Chief item on the agenda will be Paramount's protest of the Production Code Administration's objection to "Cease Fire."

MPAA spokesman here, stating that details of the new Dutch agreement are lacking, said the pact negates the notice of American film companies to withdraw from Netherlands' Bioscoopbond, the quasi-governmental film group, effective Dec. 31. Withdrawal, in effect, would have ended the showing of American films in Holland. Heretofore, the main area of disagreement between the American and Dutch positions has been the film rental issue, with American film companies seeking a rental boost from 32½ to 35 per cent.

Lawrie Resigns

(*Continued from page* 1)

garded as certain to arouse increased opposition to that move. He and N.F.F.C. have been under criticism from some independent producers for alleged favoritism in the making of loans to some producers.

In addition, critical attention has been directed at British Lion's unpaid debt of £3,000,000 to N.F.F.C.

Raphael Resigns as Disney Music V.P.

HOLLYWOOD, Nov. 11.—Fred Raphael has resigned as vice-president and general manager of Disney Music Co. He has stated that he will form his own music company, financed by five producers and directors.

Eady Plan

(*Continued from page* 1)

ance of Eady would be signed tomorrow.

Thorneycroft reportedly told the delegation that the matter of entertainment tax relief pressed by the exhibitors requires consideration by the whole government, not just the Board. He reiterated that the Eady Plan must continue, whether voluntarily or by legislation.

Moreover, producers remain somewhat less than satisfied with the new plan, although they, too, have approved it, inasmuch as they feel the £2,250,000 which it will provide for production is insufficient for production's needs.

The British Film Producers Association, however, bases its policy on the prospect of entertainment tax relief being included in the government's new budget. Should there be such relief, Sir Henry French, BFPA president, has made it clear the present Eady scheme will be "changed." Producers, the inference is, will then look for the minimum £3,000,000 from Eady which they have specified as the minimum required.

AMPA Event

(*Continued from page* 1)

Sunday. The luncheon will be at the Hotel Piccadilly.

F. M. Flynn, president and general manager of the "News," will head the group. Others are Richard W. Clarke, executive editor; Robert G. Shand, managing editor; William J. White, assistant managing editor, and Kate Cameron, motion picture critic.

Si Seadler of M-G-M will be master-of-ceremonies. Also on the dais will be Vanessa Brown, Eva Gabor, Ann Miller and Rita Gam.

Rosenfield to Conduct Second AMPA Lecture

Jonas Rosenfield, vice-president of Italian Films Export, will deliver the second lecture at the Associated Motion Picture Advertisers' Showmanship School tonight. Promotion and distribution of foreign-made pictures will be the theme of Rosenfield's lecture. The class will be held at the IFE Studios.

'Lost Audience' Is Female: Bamberger

MONTREAL, Nov. 11.—The so-called "lost audience" is female, Leon Bamberger, sales promotion manager of RKO Radio, said here last night at the annual convention of the Quebec Allied Theatrical Industries.

Bamberger said that women have lost the habit of attending theatres as frequently as they used to, pointing out that the stoppage of matinees all over the States reflects that.

"But there are still plenty of pictures which the women will enjoy, once you get them into the theatre," Bamberger said.



You Are Invited to the Carolina's

41st ANNIVERSARY MEETING » » »

THEATRE OWNERS

of

NORTH AND SOUTH CAROLINA, Inc.

The oldest theatre owners organization in the world

Organized May, 1912

NOVEMBER, 22nd, 23rd, 24th, CHARLOTTE, N. C.

The importance of this meeting is obvious. You, as the operator of a theatre or drive-in, realize fully what all showmen are confronted with at this time.

DO YOU KNOW WHAT TO DO ABOUT IT?

We are doing our utmost to have present at our Convention capable men who can help you decide just what can be done about it! These men are outstanding in our industry, and have been selected so that every phase of our business will be represented on the Convention Program.

If the problems of your business have you buffaloed, you won't go wrong if you bring them with you to the Convention and let these able men help you find a solution! You should not miss: *"WHAT WILL WE DO?"*

Days like Spring in the Carolinas in November, and of course, there will be the usual added attractions:—

COCKTAIL PARTIES BANQUET

SPECIAL EVENTS FOR THE LADIES

Yes—We'll have a STAR, *one of the most charming and talented in Hollywood. (Sorry—can't tell you her name due to opposition.)* THIS MEETING, REGARDLESS OF THE FACT THAT IT HAD TO BE HELD DURING THANKSGIVING WEEK (*November 22, 23, 24*), WILL BE ONE WHICH YOU SHOULD ATTEND. YOUR COMMITTEE FEELS POSITIVE THAT IF YOU DO ATTEND, YOU WILL GIVE THANKS THAT YOU DID!

VARIETY
November 4, 1953

reissues of two Low Leff shorts.

16 STAGES AT PAR CURRENTLY JAMMED

Hollywood, Nov. 3.

For the first time in a year the Paramount studio is cramped for stage space. With plenty of room on other major lots, Par's 16 stages are crowded with five films in work and others in the process of set construction.

Currently filming are "About Mrs. Leslie," "White Christmas," "Sabrina Fair," "Legend of the Incas" and "Living It Up."

Court OKs 'Mirror' S

NO PRODUCT SHORTAGE WITH PARAMOUNT!

Paramount Pictures

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 74, NO. 93 NEW YORK, U. S. A., FRIDAY, NOVEMBER 13, 1953 TEN CENTS

May Get Relief

Seek Easing of Depreciation Tax Ruling

By J. A. OTTEN

WASHINGTON, Nov. 12.—Treasury and Congressional tax experts have tentatively agreed to try to get Congress next year to ease the tax rules for depreciating new equipment.

The change could be very helpful to theatre owners and producers converting to new film processes and techniques.

Treasury staff officials have been working with the staff of the Congressional Taxation Committee for months now on a far-reaching "technical" tax revision bill. The two staffs have just about finished all the preliminary work and are settling down for a final going-over of all the bill's provisions. Then Treasury Secretary Humphrey will go over the bill

(*Continued on page* 4)

Objections by P.C.A. Bring Changes in 'Cease Fire' Script

HOLLYWOOD, Nov. 12.—Hal B. Wallis today issued to his staff an order to eliminate from the script of "Cease Fire" dialogue words objected to by the Production Code Administration, which objection was subsequently upheld on appeal to the board of directors of the Motion Picture Association of America in New York.

In a statement explaining his action, Wallis declared: "Since we depicted real soldiers in battle scenes, we felt that the use of the words 'hell' and

(*Continued on page* 6)

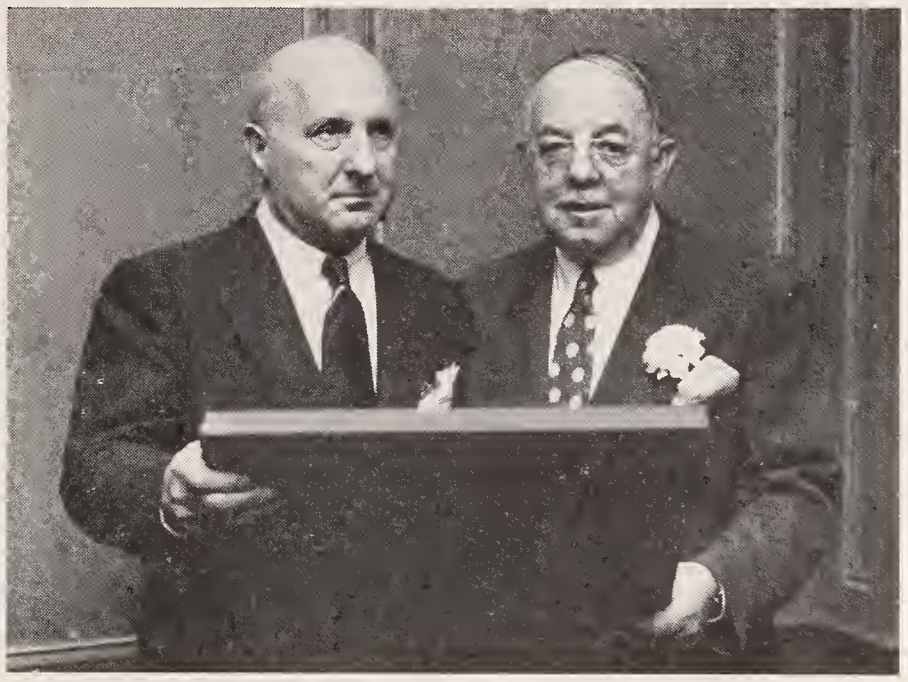
MGM Giving Priority Release to 'Knights'

HOLLYWOOD, Nov. 12. — "Knights of the Round Table," M-G-M's first picture produced in CinemaScope, will be given special release priority, with six opening engagements scheduled for the Christmas holidays. This was decided here today following a "sneak" preview of the picture attended by home office and studio executives.

"Keen enthusiasm" for CinemaScope and the picture was expressed by Nicholas M. Schenck, president of

(*Continued on page* 4)

'Picture Pioneer' of 1953



BARNEY BALABAN, left, president of Paramount Pictures and this year's selection as "Pioneer of 1953," last night received the annual plaque awarded by the Motion Picture Pioneers at the Pioneers' 15th annual dinner held at New York's Astor Hotel. Picture Pioneers president Jack Cohn made the presentation.

Crises No Cause for Alarm, Balaban Tells Pioneers

The so-called crises in the industry today "are nothing compared with the 'terrible' crises we had" in the early days of the business, Barney Balaban, president of Paramount Pictures, said here last night at the 15th annual dinner of the Motion Picture Pioneers at the Hotel Astor, at which he was acclaimed the "Pioneer of 1953."

Asserting that the picture medium has "come of age," Balaban stated that "we now find ourselves in one of those periods of transition which have characterized our business from its inception," and adding that "although we have weathered many storms in the past, we persist in approaching each new 'crisis' as if we had never experienced one before."

Approximately 600 industry representatives gathered in the hotel's grand ballroom to pay homage to Balaban and to observe the induction of 100 new members into the organization whose membership is composed of those who have been in the industry for 25 years or more. Eric A. Johnston, president of the Motion Picture Association of America, was chairman

(*Continued on page* 4)

Zukor Urges Aid to Pioneers Project

An appeal to support the Picture Pioneers' Foundation was made in a cablegram from Adolph Zukor in Paris to Jack Cohn, Pioneers president, at the organization's annual dinner here last night. In a message which described Barney Balaban as "a true symbol of the motion picture pioneer," Zukor added that funds for the Foundation "can do so much to alleviate the misfortunes of our brethren."

The cablegram was read by Eric Johnston, who was the dinner chairman.

New Blood

List Is Elected Chairman of RKO Theatres

Layman Also on Board; No Major Changes Seen

Albert A. List, new owner of the controlling stock interest in RKO Theatres, was elected chairman of the board of the company at a meeting of the board of directors here yesterday, the first to be held since the sale by Howard Hughes of his entire stock holdings in RKO Theatres last Friday.

In addition, List's business associate, Dudley G. Layman, was elected to the board. The two full vacancies created by the resignations yesterday of Ben-Fleming Sessel and William J. Wardall, who had been representatives on the board of Irving Trust Co., trustee of the Hughes stock under

(*Continued on page* 4)

New French Accord Seen Very Likely By MPA's Johnston

By MURRAY HOROWITZ

Assurance that a new U. S.-Franco film agreement will be worked out was expressed here yesterday by Eric Johnston, president of the Motion Picture Association of America, on his arrival at Idlewild International Airport from London.

Johnston, who led the Paris negotiations for the American side at intervals, said that he may return to France shortly. The MPAA president declined to give any details on the

(*Continued on page* 6)

WB Preparing 3 in 'Scope, WarnerColor

HOLLYWOOD, Nov. 12.—Three films in CinemaScope and WarnerColor will be available for release by Warner Brothers. The first will be "The Command," based on the "Saturday Evening Post" serial, "The White Invader." This will be followed by two Wayne-Fellows productions which will go before the cameras next week. They are "The High and the Mighty," starring John Wayne, and "Ring of Fear," a circus story featuring Clyde Beatty, as himself, with Mickey Spillane.

Personal Mention

JOSEPH M. SCHENCK has arrived in New York from Hollywood.

•

HERMAN M. LEVY, general counsel for Theatre Owners of America and executive secretary of the MPTO of Connecticut, has been reelected secretary of the New Haven County Bar Association.

•

BEN SIMON, 20th Century-Fox branch manager in New Haven, is marking his 29th year with the company and his 35th year in the New Haven film district.

•

EDWARD L. HYMAN, vice-president of American Broadcasting-Paramount Theatres, and BERNARD LEVY, his assistant, are in Des Moines from New York.

•

BOB HOPE has been selected by the Wilshire Chamber of Commerce in Los Angeles to receive that organization's "Great American of 1953" award.

•

J. WILLIAM PIPER, secretary of Paramount International, will leave New York by plane today for Los Angeles and the Far East.

•

PILADE LEVY, Paramount International general manager in Italy, has arrived in New York from Rome.

•

KARL THUNBERG, M-G-M screen writer, is en route from here to Europe on the "Liberte."

•

ARTHUR JACOBS, Hollywood publicist, is scheduled to leave here for the Coast today.

RKO Sales Meeting To Begin Tuesday

RKO Pictures' district managers will attend a three-day sales meeting to be held in New York beginning Tuesday, Charles Boasberg, general sales manager announced. The discussions will concern the company's current product and forthcoming releases.

Drives are currently underway in each district honoring the district managers who will attend the convention. Attending will be: H. H. Greenblatt, Chicago; A. L. Kolitz, Denver; J. H. MacIntyre, Los Angeles; Carl Peppercorn, Canada; R. J. Folliard, Philadelphia; M. E. Lefko, Cleveland; Ben Y. Cammack, Dallas; David Prince of the Southeastern district, and Len Gruenberg of New York.

J. R. Grainger, president of RKO Pictures, will address the managers. Also participating in the meetings from the home office, besides Boasberg, will be Edward L. Walton, executive assistant to Grainger; Walter Branson, assistant general sales manager; Nat Levy, Eastern division sales manager, and Sidney Kramer, short subjects sales manager.

Mutuality of Press, Screen Felt at AMPA Luncheon

The industry and the New York "Daily News" yesterday complimented each other, pledging further mutuality. The occasion was an Associated Motion Picture Advertisers luncheon at the Hotel Picadilly, during which advance copies of this Sunday's "News" rotogravure section were distributed. Displays were shown illustrating steps in the manufacture of the section, and executives of the industry and the newspaper spoke from the dais. The Sunday section is the fifth annual motion picture issue. The section has 48 pages containing multi-colored stills from new films.

Outlines Aid to Industry

From the beginning, under "News" founder Joseph Medill Patterson's leadership, the "News" in its search for the popular denominator realized the value of boosting a medium followed by the millions, Richard W. Clark, executive editor, and luncheon chief speaker, said. He recounted how the paper had established Hollywood correspondents as a permanent feature, how it had run a stars' popularity poll until it reluctantly had to conclude the ballots were being faked, and how Patterson and his successors had commented favorably from time to time on certain pictures and matters affecting the industry. He read from several of Patterson's editorials, and one also from last April in which the "News" explained to its public the wide-screen and 3-D processes and asked for elimination of the admission tax. He also spoke of the problems of research and makeup in the coming Sunday section.

Two other efforts by the "News" to aid its readers and also the industry are the "Movie Time Table" and the star rating reviewing system, Clark noted.

He was introduced by Silas F. Seadler, M-G-M advertising manager, who spoke of the "News'" cooperation and said no greater tribute could be paid by that newspaper to the film industry than the special section. Seadler also introduced personalities on the dais, Eva Gabor, Vanessa Brown, Ann Miller, Rita Gam, Seymour Peyser, Harry Brandt, Paul Raibourn, Jerry Pickman, Al Floersheimer, Jr., and guests from the "News": Kate Cameron, eritic; F. M. Flynn, president and general manager; Robert G. Shannon, managing editor, and William J. White, assistant managing editor. Lige Brien, AMPA president, presided.

Martin Starr to Highlight The AMPA-"News" Session

Martin Starr, Crosley Broadcasting (WINS, New York) motion picture commentator, will do a feature story on the highlights of yesterday's AMPA-Sunday "News" luncheon tonight at 7:00.

The commentary will be integrated in the reporter's nightly coverage of the Broadway-and-Hollywood scene on his program, "Movie Starr Dust."

Rosenfield Tells Of IFE Operation

A demonstration of dubbing an Italian film with English dialogue was given here last night by Jonas Rosenfield, Jr., director of public relations for Italian Film Export, at a session of the "Showmanship School" conducted by the Associated Motion Picture Advertisers.

In addition to the dubbing demonstration, Rosenfield presented a display of both European and American advertising posters, illustrating the different techniques employed. In order to make the dubbing show possible, Rosenfield invited the class to the IFE studio here. In addition, he outlined methods of distribution and promotion in the U. S. of foreign-made films.

Delay N. J. 'Blue' Case

Another postponement in the Jersey City "Moon Is Blue" case was reported yesterday. A magistrate's hearing on the city's police action against the Stanley Theatre for the showing of the film had been set for yesterday. The hearing is expected next week.

Benny to "M.C."

HOLLYWOOD, Nov. 12. — The Screen Producers Guild announced that Jack Benny would serve as master-of-ceremonies at the organization's annual "Milestone Dinner" on Nov. 22, honoring Darryl Zanuck.

Riccardi, A.F. of M. Executive, Dies

Funeral services were being arranged yesterday for A. Rex Riccardi, first assistant to James C. Petrillo, head of the American Federation of Musicians, who died after a brief illness Wednesday at Memorial Hospital here.

Riccardi, who was 53, formerly was president and secretary of Philadelphia Local No. 77 and had held the post of first assistant to Petrillo since 1943.

Larry Graburn to Leave Odeon Post

TORONTO, Nov. 12.—The resignation of Larry Graburn as advertising-publicity-exploitation director of Odeon Theatres of Canada was disclosed here today. The resignation is effective Nov. 20.

Graburn has been with Odeon for eight years.

Skouras Better, Will Return to Coast

CHICAGO, Nov. 12. — Charles Skouras, president of National Theatres, who was hospitalized by a heart attack just prior to the recent Theatre Owners of America convention here, was released from Michael Reese Hospital here today and is returning to California.

Montague In Plea For Will Rogers Hospital 'Salute'

A plea for support of the "Christmas Salute" for the Will Rogers Memorial Hospital was made at a mass meeting here yesterday at the Bijou Theatre where A. Montague, president of the hospital, described the dire necessity of raising funds for the hospital's operation. The rally was attended by theatre personnel, district managers and exchange managers in the New York area.

Montague explained that there were funds on hand to continue the institution for only five months and that a vital antibiotic project had to be set aside for lack of funds. He said that there were 68 patients now in the hospital, 29 of them from the New York area. Montague said that the industry always had gone out of its way to help other charitable drives, but here was one involving "our own industry" which was not getting the support that it deserves. He told of many cures for tuberculosis that had been accomplished at the hospital.

Others who spoke at the meeting were Charles Moss, exhibitor chairman for the area; Robert J. O'Donnell, Faye Emerson, Jimmy Nelson, actor Robert Wagner, Charles Feldman, general sales manager of Universal, and Corinne Calvet.

New Columbia Posts To Kastner, Lopez

Lacy W. Kastner, vice-president of Columbia International in charge of Europe and the Near East, and Emilio Lopez, of the company's Buenos Aires branch, have been promoted in a realignment of the organization's overseas personnel. Kastner will return to New York as assistant to Joseph A. McConville, president of Columbia International, while Lopez will transfer to Spain as managing director.

Nick P. Pery, who has been European sales manager, will succeed Kastner. Edmund Goldman, supervisor for the Philippines, Hong Kong and China, will take the Lopez position in Buenos Aires.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
M-G-M's "KISS ME KATE" starring
Kathryn GRAYSON • Howard KEEL
ANN MILLER
Photographed in ANSCO COLOR
Print in TECHNICOLOR
and SPECTACULAR STAGE PRESENTATION

DORIS DAY
HOWARD KEEL
Calamity Jane
Color by TECHNICOLOR
In Person
The AMES BROS.
PUPI CAMPO
And His ORCHESTRA
CLIFFORD GUEST
PEIRO BROS.
PARAMOUNT TIMES SQUARE
Midnight Feature

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"THE BIG PARADE"

"A FAREWELL TO ARMS"

Every generation has its own great love story ...this is ours!



ACT OF LOVE

ANATOLE LITVAK

has an incomparable genius for striking deep at the hearts of an audience... he has never made *just* a motion picture—each has reached emotional heights seldom achieved on the screen... "Mayerling"—"Sorry, Wrong Number"—"All This and Heaven, Too"—"This Above All"—"The Snake Pit." Each remembered whenever screen "greats" are discussed.

With this motion picture, Mr. Litvak has found the perfect vehicle for his talents. A tender, timely, turbulent love story—a powerful screenplay by Irwin Shaw—a magnetic performance by Kirk Douglas—the fresh, glowing beauty of Dany Robin—all the magic and mystery of Paris. "Act of Love" is destined to join the gallery of immortal screen dramas that have brought this industry its greatest glory and success.

A 35th ANNIVERSARY "BIG ONE"—

THRU UA

BENAGOSS PRODUCTIONS INC. presents

KIRK DOUGLAS in "ACT OF LOVE" • An Anatole Litvak Production • Introducing DANY ROBIN

with George Matthews • Robert Strauss • Richard Benedict • Serge Reggiani • Gabrielle Dorziat • Fernand Ledoux • Barbara Laage

Produced and Directed by ANATOLE LITVAK • Associate Producer Georges Maurer

Screenplay by IRWIN SHAW • From the novel by Alfred Hayes

O'Connor Cited for Pioneers Service

John J. O'Connor, Universal executive, was cited here last night by the Motion Picture Pioneers for his service as chairman of the finance committee of the Pioneers Foundation. A plaque lauded his "cooperation and constructive council" which, it said, has "become a symbol of inspiration for all of us who believe in extending a helping hand to our less fortunate brethren."

William German of W. J. German, Inc., will serve as chairman of the finance committee next year.

RKO Theatres

(*Continued from page* 1)

provisions of the RKO divorce decree, which limited Hughes' direct control of the picture company following the theatre divorcement.

Announcement of the elections yesterday was made by Sol A. Schwartz, who continues as RKO Theatres president and a member of the six-man board of directors. Other members of the board are Edward C. Raftery, David J. Greene and A. Louis Oresman. Oresman is Greene's board nominee and Greene negotiated the purchase of 886,000 of Hughes' 920,020 shares of RKO Theatres stock for List, taking the remainder himself. No one else was involved in the acquisition of the Hughes stock.

There were no indications at yesterday's board meeting of any change in the executive setup of the company nor of its operating policies, a key figure in the situation said.

In addition to his new title of RKO Theatres board chairman, List is board chairman of The United States Finishing Co. and the Aspinook Corp., president and director of the Cleveland Arcade Co., the Carolet Corp. and the General Charities Foundation, vice-president and director of Otis Terminal Warehouse Co., and a trustee of Otis Realty Co.

Stock Continues Active

His associate, Layman, is vice-president and director of U.S. Finishing Co. and of Aspinook Corp., and vice-president, treasurer and director of Cleveland Arcade and Carolet Corp.

RKO Theatres stock continued active on the New York Stock Exchange yesterday with 37,300 shares changing hands during the day. Closing price on the board was unchanged at 4⅜.

Priority Release

(*Continued from page* 1)

Loew's, who came here with Charles Reagan, general sales manager; Charles Moskowitz, vice-president and treasurer and Howard Dietz, vice-president in charge of advertising-publicity.

Reagan will return to New York tomorrow to summon his sales heads to chart distribution plans. Dietz also will fly back to New York to prepare for what he plans to be the "greatest promotional campaign in M-G-M experience."

'Picture Pioneer'

(*Continued from page* 1)

of the affair, with George Jessel serving as toastmaster. Samuel H. Goldenson, rabbi emeritus of the Temple Emanu-El, gave the invocation and former Supreme Court Justice Ferdinand Pecora inducted the new members. Other speakers were Ernest Blake, chairman of the board of Eastman Kodak, Ltd., London; the Very Rev. James A. Pike, dean of the Cathedral of St. John the Divine; Tex O'Rourke, roadmaster of the Circus Saints and Sinners, and Jack Cohn, vice-president of Columbia Pictures and president of the Picture Pioneers.

Continuing his comments on industry crises, Balaban said that to listen to some people, one would think that "we are the only industry that has problems." He said that from what he had heard about the trials of other industries, "I want to assure you that we have no monopoly on crises or problems."

"As a matter of fact," Balaban continued, "I do not look upon our present situation as one that calls for alarm. On the contrary, although we have our share of problems, I believe that the period ahead holds forth great opportunities. To many, in and outside of our industry, it may seem that our industry is engulfed by confusion. That is not so. There is much excitement, some understandable uncertainties, but no hysterical confusion. I believe that out of the welter of conflicting claims will come a sound, sane answer to our technical problems that will enhance the motion picture medium and serve the best interests of the theatres of the world. Day after day, our studio is being besieged with new ideas. I believe the same is true throughout the entire industry."

¶ Turning to reports of product shortages, Balaban said that such shortages were not deliberate and that the Paramount studio had instructions to produce every good picture on which there are reasonable expectations of getting its money back and, hopefully, a profit. A studio, he said, can only turn out pictures that are based on good ideas. A studio's overhead and distribution costs can only be absorbed on the basis of volume, he said, adding that "it is sheer economic insanity to hold back from making a good picture whenever you can put together those ingredients which go into the making of a good picture."

To the "old timers," Balaban said, a crisis is a challenge and "what's the good of living if life no longer holds a challenge?" He concluded by stating that "this is a good time to test the mettle of the younger men in the industry" because, he said, "they have more at stake than we have; this is their future and let them go out and earn it."

In his address, Eric Johnston asserted that Balaban typified the story of America and the industry. Referring to the motion picture pioneer in general, Johnston said he was as "American as pumpkin pie," adding that "the men who built it helped to make the American story—the tale of humble origins, opportunities, success and gratitude expressed through service to the public." Johnston pointed out that Balaban had worked in all branches of the business, knowing it "as few of us do, for he helped to build it into the greatest instrument of communication between peoples that the world has ever known."

"Today's pioneer in the motion picture industry," Johnston said, "is still pioneering. His covered wagon is rolling through the laboratories seeking not only new dimensions but new horizons. He has aroused popular appetites and he must satiate popular hunger."

Paramount studio executives and stars sent tape-recorded messages of congratulations to Balaban, and these messages were played back over the public address system during the dinner.

Those whose voices, recorded in Hollywood, were heard were: Y. Frank Freeman, Don Hartman, Cecil B. DeMille, Bing Crosby, Danny Kaye, Nicole Maurey, Yma Sumac, Dean Martin, Jerry Lewis, Humphrey Bogart, Audrey Hepburn, Billy Wilder, William Holden, Bob Hope, Hal Wallis, Shirley Booth, James Stewart, Pat Crowley and Rosemary Clooney.

Bobby Breen sang the National Anthem to open the festivities.

To Probe Nevada RKO Pictures Suit

The "good faith" of the Nevada suit against RKO Pictures, brought by minority stockholders represented by attorney Louis Kipnis, will be examined by a court-appointed referee according to a decision by New York Supreme Court Justice Samuel DiFalco.

Justice DiFalco made the decision in connection with the more recent minority stockholders' suit brought by the firm of Halperin, Natanson, Shivitz and Scholer. In his ruling, Justice DiFalco also dismissed the plaintiffs' bid to dissolve the company, while reserving decision on such issues as the application to put the company into receivership and the bid for damages against Howard Hughes, RKO Pictures board chairman.

The referee's examination, the judge said, would determine whether he will abate the present suit pending the outcome of the Nevada action, as requested by the company.

Jap Copyright Pact Protects US Films

WASHINGTON, Nov. 12.—U. S. film companies will now get the same copyright protection in Japan as do Japanese companies, under a new copyright arrangement agreed to by the governments of the two countries.

The new arrangement will put into effect by a proclamation signed at the White House by the President and by an exchange of diplomatic notes in Tokyo between the U. S. Ambassador and the Japanese Foreign Minister. Japanese companies, in turn, will get the same copyright protection in the U. S. as that afforded American companies.

Pioneers' Tribute To Barney Balaban

Following is the tribute on the plaque presented to Barney Balaban as the "Pioneer of 1953" by the Motion Picture Pioneers at their annual dinner last night at the Hotel Astor.

The Motion Picture Pioneers, Inc., bestows its highest honor upon Barney Balaban in recognition and in appreciation of his invaluable contributions to our industry. His personal achievements as an exhibitor set the modern standard for the deluxe motion picture theatre and this has now been climaxed by his important role as president of Paramount Pictures. His brilliant record as an industrial salesman in our business is eclipsed only by his stature as a human being. For all of this, he is acclaimed Pioneer of the Year on the occasion of this, the 15th annual dinner, Nov. 12.

Jack Cohn
President

Depreciation

(*Continued from page* 1)

late next month to give the Administration's final decision, and the House Ways and Means Committee will take up the measure early next year.

The staffs have pretty well decided that the bill should do something toward easing present depreciation regulations, but have not decided exactly what approach to take. One possible solution would be to let taxpayers write off more of the cost of new equipment in the first few years after the equipment has been purchased. Another solution would be to set up a percentage "range" as to how much can be written off each year, giving the taxpayer more leeway than at present and removing the possibility of many legal wrangles with Internal Revenue officials. Still another system would be a so-called "declining balance" approach, under which the percentage to be written off applies each year to the amount still undepreciated, rather than to the original investment, but with a larger percentage allowed.

¶ Any of these methods would help firms investing in new plant or equipment. Estimates are that the depreciation changes might cost the Treasury $400,000,000 to $500,000,000 a year in the early years. Other provisions in the bill are expected to make a start toward elimination of double taxation, spell out definite rules for taxing corporate reorganizations, ease the tax treatment of income earned overseas by branches of U.S. firms, set up new rules for taxing pension and profit-sharing plans, and make other changes in the tax laws that could, in all, cost the Treasury close to $2,000,000,000 a year.

The "technical" bill will not, according to present plans, go into the admission tax or other excise rates. The rate questions will be handled in a separate bill, according to Congressional thinking now.

Dear Mr. Exhibitor:

Samuel Goldwyn's

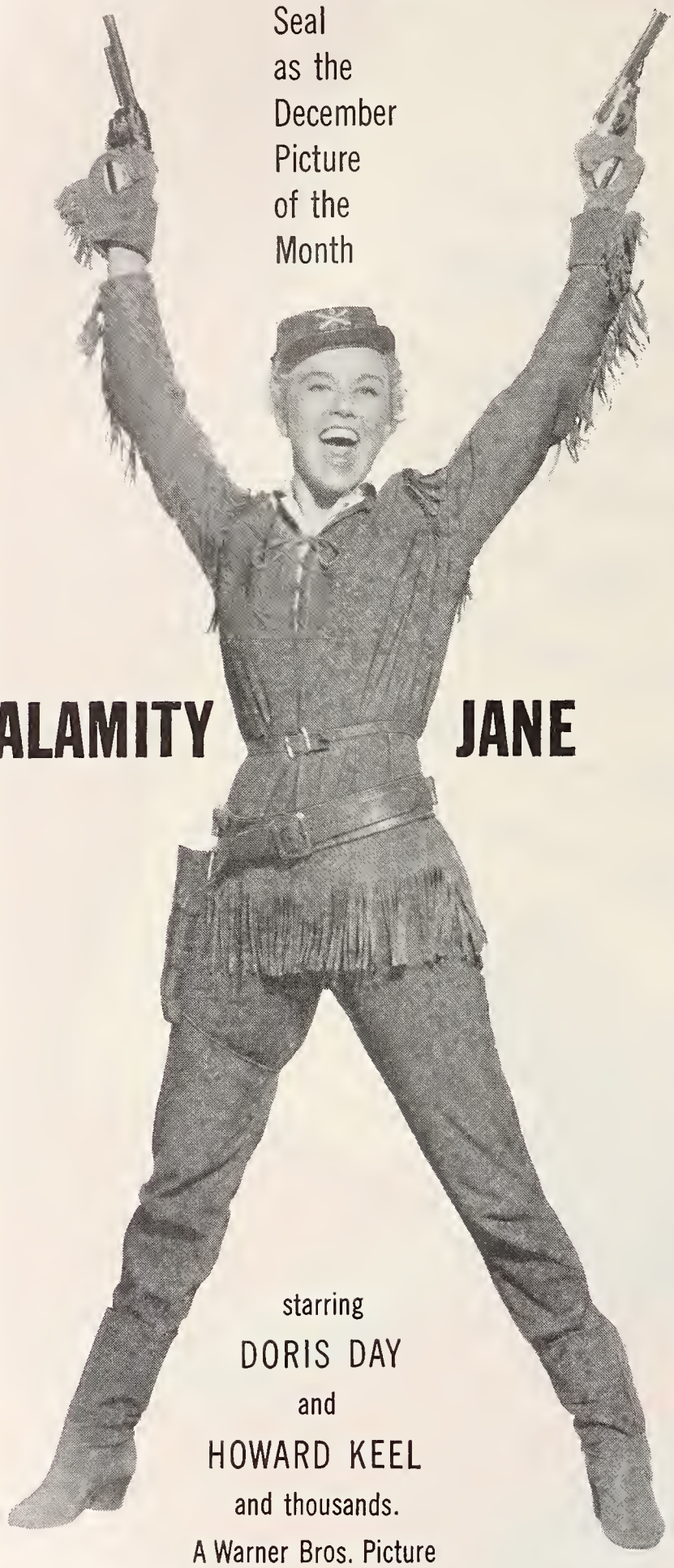
"HANS CHRISTIAN ANDERSEN"

will be taken out of release January 3, 1954. If you have not played or booked the picture, please contact your RKO salesman immediately.

Ask the man who played it!

RKO Radio Pictures, Inc.





MPA to Build 'P.R.' Program in Europe

Public relations specialists to promote American-made films in Europe will be hired in France, Germany and Italy, Al Corwin, associate director of public information for the Motion Picture Association of America, said here yesterday on his return from Europe.

Corwin, who spent five weeks on the Continent and in Britain to survey the public relations field, said that three specialists would be hired for the aforementioned countries. He added that he will report shortly to Eric Johnston, MPAA president.

French Accord

(*Continued from page* 1)

status of negotiations besides an expression of optimism that in the course of time, a pact will be sealed with France. He declined comment on the situation in Spain, but it was learned that Griffith Johnson, MPAA economist, has left Paris for Madrid to open negotiations there with Spanish government officials. Johnston, queried on the German film situation, said there is nothing to worry about at this time for that market, adding that the current German film agreement still has a year to run.

Johnston, in a further query on France, said that the old Franco-American agreement is being extended pending a new pact. The MPA president is expected to detail the status of French negotiations at a meeting this morning of the Motion Picture Export Association. Following the meeting, Johnson is due to leave for Washington where he will report to President Eisenhower and the State Department on his Near East mission, which took up most of his four-week stay abroad. A spokesman for Johnston said that the government mission is not expected to take him abroad again until after the first of the year.

Many Details Revised

Meanwhile, details of the new Dutch film agreement, under which the rules of the quasi-governmental Bioscoopbond have been changed, were disclosed. The principal changes call for the free negotiation of all 3-D, panoramic or similar films and an undetermined number of exceptional pictures of individual companies to be negotiated freely with the Bioscoopbond and the maximum rental on these films to be 40 per cent.

Other new regulations, which pertain to all foreign product, including the U. S., provide that conventional films are eligible for rental on a sliding scale from 22½ to 40 per cent, in comparison to 17½ to 32½ per cent under the old regulations. Another provision defines the film terms on those pictures sold on a straight percentage basis, limiting the number of those eligible in that category to a 35 per cent film rental to 50 per cent of the total.

House Probe Nov. 23

HOLLYWOOD, Nov. 12.—The House Un-American Activities Committee will hold closed hearings here Nov. 23-24, with the sub-committee conducting, and with a certain number of film people, as well as others, being called for testimony.

Monogram's Name Now Allied Artists; Quarter Net $98,990

HOLLYWOOD, Nov. 12.—Monogram Pictures Corp. became Allied Artists Pictures Corp. officially today when stockholders representing more than 60 per cent of the outstanding shares voted the name change and also approved the directors' recommendation that articles of incorporation be amended to permit increasing the number of dollar-par-value shares from 1,000,000 to 1,500,000.

The stockholders re-elected the entire board of directors.

Steve Broidy, president, disclosed that operations of the company and its wholly-owned subsidiaries for the first quarter of the present fiscal year, which ended Sept. 26, resulted in a profit of $224,990 before Federal income taxes. This compares with $125,897 for the corresponding period of last year.

Net profit after taxes amounted to $98,990, which compares with $68,897 a year ago.

'Cease Fire' Script

(*Continued from page* 1)

'damn' in three places in 'Cease Fire' could be objectionable to no one. Therefore, we appealed the decision of the Breen office to the board in New York. In view of their adverse decision and of our contract with Paramount that requires that we deliver a picture with a seal, we have no alternative but to abide by the board's ruling."

Original plans for opening the picture at the Criterion Theatre in New York, said Wallis, remain unchanged.

The Production Code Administration's refusal of a seal for "Cease Fire," a Hal Wallis production for Paramount release, was upheld on appeal to the board of directors of the Motion Picture Association of America at a meeting here yesterday.

Following a screening of the picture at Paramount's home office projection room for company presidents and their representatives, it was held that the ruling of the PCA should not be reversed. At issue, were a number of sequences in which dialogue, held to be "profane" by the PCA, was used.

The appeal to the board was presented by Russell Holman, while Gordon White, director of MPAA's advertising code administration, presented PCA's position.

Columbia Set for 5-Day Sales Meet

Columbia Pictures' home office executives and top assistants, headed by general sales manager A. Montague, will leave for Chicago today to join field sales personnel from the Midwest and South at the Drake Hotel Sunday for the first of three regional sales meetings. The meeting will last through Thursday.

The conclave will make an analysis of current and expected business conditions, with special attention to problems peculiar to the period of changes in exhibition methods. Subsequent sessions will be concerned with the continuing release of Columbia's "From Here to Eternity" and to "Miss Sadie Thompson," "The Caine Mutiny" and "It Should Happen to You."



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MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 74. NO. 94 NEW YORK, U. S. A., MONDAY, NOVEMBER 16, 1953 TEN CENTS

Tradewise . . .

By SHERWIN KANE

THE Variety Clubs-Will Rogers Memorial Hospital Christmas Salute, now in progress, provides the means by which every member of the industry, from office boy to company president, can play a part in underwriting the continuance of the fine Saranac Lake institution which cares for the industry's tubercular.

Signers of the Christmas Salute are asked to give at least $1. It is a contribution which entails no sacrifice by anyone, yet which, because the response can be so great, one day may well provide the principal means of maintenance of the hospital and furtherance of its remarkable work in research, which already has produced so many advancements in knowledge and treatment of the dread disease.

Christmas Salute contributions well might prove to be the cheapest medical insurance an industry member could buy for his or herself and family members. Should the disease strike, no better specialists, no better care, is available anywhere.

The president of a well known film company once observed to this writer: "Should I ever become a tubercular myself, I would enter the Will Rogers Hospital for treatment. Why not? My chances of a cure would be the best there."

No better reason than that for support of the Christmas Salute and its significance to the individual contributor could be composed.

• •

IT is not uncommon to hear at exhibitor meetings, and to read in exhibitor organization bulletins, complaints that film salesmen no longer make personal visits to small, isolated theatres, and that "salesmen are being replaced by post cards."

On such occasions, we wonder whether those making the complaint have ever paused to question how much the growth and increase in number of independent film buying organizations, of which some of them are a part, is responsible for the condition of which they complain.

First in Years

National Sales Meet Is Scheduled by 'U' At Studio Dec. 7-11

A national sales conference will be held by Universal Pictures at the company's studios from Dec. 7 to 11, it was disclosed here at the weekend by Charles J. Feldman, general sales manager.

Attending will be executives from New York and California, foreign sales toppers, advertising and publicity heads and district and branch managers. This will be the company's first national sales meet in years, others in the recent past having been regional meets.

In addition to daily meetings the delegates will see four U-I productions, "The Far Country," "The Magnificent Obsession," "Saskatchewan" and "The Glenn Miller Story," all in color by Technicolor.

Walter Lantz, short subjects producer, will be host at a pre-conference

(*Continued on page* 5)

TV Still Talking 'Peanuts' for Films; Goldwyn Calls Halt

Samuel Goldwyn left here for the Coast on Saturday without having concluded a deal for the sale to television of any of his older productions, titles to which are held by the Howard Corp., of which Mrs. Goldwyn is the principal officer.

During his four-weeks stay here Goldwyn consulted numerous network representatives and television film distributors concerning the TV market for the films, said to be about 13 in number. Goldwyn reportedly feels that the prices being offered for the TV rights are not commensurate with

(*Continued on page* 5)

TOA JOINS ALLIED VS. STEREO SOUND

Skouras Says Tests Of Stereo and One Track Sound Near

HOLLYWOOD, Nov. 15.—A series of simultaneous test runs in comparable theatres and locations will be conducted by 20th Century-Fox beginning in January or February, to demonstrate that stereophonic sound improves both picture quality and theatre attendance, Spyros Skouras, 20th-Fox president, said on Friday when asked to comment on the letter addressed to him by Walter Reade, Theatre Owners of America president, last week.

In the letter, Reade told Skouras he did not believe after attending the premiere performance in New York last Monday of the second CinemaScope release, "How to Marry a Millionaire," that stereophonic sound con-

(*Continued on page* 5)

UA 35th Anniversary Sales Drive Is On

United Artists today will launch its 35th anniversary sales drive throughout the United States and Canada in honor of its president, Arthur B. Krim. The sales campaign is a part of a year-long global celebration and will continue for six months. An international sales drive will be initiated on Dec. 1 and will run for a year.

The domestic drive will promote more than 50 releases included in the 1953-54 schedule. In an announce-

(*Continued on page* 5)

Reade Tells Skouras It Adds Nothing to CinemaScope Offerings

The first apparent step toward unity on a trade practice by the two national exhibitor organizations was taken at the weekend when Walter Reade, president of the Theatre Owners of America, protested 20th Century-Fox's policy of insisting on stereophonic sound for CinemaScope productions. Allied States Association previously had taken the same position at its October convention in Boston.

In a letter to Spyros Skouras, president of 20th-Fox, Reade said that after viewing "How to Marry a Millionaire" he was "more convinced than ever of the limitations of stereophonic sound."

"Including the symphony orchestra, which was the introduction and the end of the feature," Reade wrote, "I cannot honestly say that anything but a good fidelity and high quality sound

(*Continued on page* 5)

Para.'s 9-Month and Third Quarter Net Up Over Last Year

Paramount's net earnings in both the third quarter and the first nine months of 1953, ended Oct. 6, were above those of the corresponding periods of last year, president Barney Balaban disclosed at the weekend. The report included consolidated domestic and Canadian subsidiaries.

For the third quarter of this year, Paramount's earnings were estimated at $2,005,000 after providing for both U. S. and Canadian taxes, representing 89 cents per share on 2,256,158

(*Continued on page* 5)

Film Shares Bright Stock Market Spot

Film and theatre stocks, led by 20th Century-Fox and RKO Theatres, had their best day on the New York Stock Exchange in many months last Friday. With all issues in good demand, gains ranged from fractions up to 20th-Fox's 1⅛, on a turnover of 47,700 in that issue for the day.

RKO Theatres led in volume with a huge 150,400 shares traded, closing with a gain of ⅜ to bring the price to $4.75, the amount per share paid to Howard Hughes a week earlier by Albert List for the controlling interest.

Albert List, the New Board Chairman of RKO Theatres, Will Meet the Press



ALBERT A. LIST

Albert A. List, chairman of the board and new owner of the controlling stock interest in RKO Theatres Corp., will hold his first trade press conference tomorrow afternoon in the office of Sol A. Schwartz, company president. List was elected chairman of the board of RKO Theatres last Thursday, and at the same time Dudley G. Layman, his business associate, was elected to membership on the directorate of the company.



DUDLEY LAYMAN

Personal Mention

WILLIAM WYLER left here at the weekend for the Coast.

•

E. V. RICHARDS, JR., former circuit operator, has been awarded a plaque in New Orleans in appreciation of his work as president of the Louisiana Purchase 150th Anniversary Association.

•

MAURICE HARRIS, Universal Pictures home office exploitation representative, will speak tonight at a meeting of the Advertising and Sales Club in Hackensack, N. J.

•

RICHARD HARPER, Shea circuit executive, is the father of a daughter born to MRS. HARPER at New York Hospital.

•

W. BRADLEY RYAN, son of GEORGE S. RYAN, anti-trust attorney in Boston, is now associated professionally with his father.

•

HAROLD BABB, Altec Service Corp. field engineer, has returned to his duties in Minneapolis following a lengthy illness.

•

MARVIN H. SCHENCK, M-G-M studio executive, returned to Hollywood from here on Friday.

•

JACK BYRNE, M-G-M Eastern sales manager, returned here at the weekend from New Haven.

•

ADOLPH ZUKOR, Paramount Pictures board chairman, has delayed his return to New York from Europe.

•

HAROLD WIRTHWEIN, Allied Artists Western sales manager, left at the weekend for Denver and Albuquerque.

•

P. JOSEPH HYAMS, of the Columbia Pictures special events department, is in Hartford from New York.

•

HARRY F. GOLDSTEIN, salesman for RKO Radio in Boston for the past 27 years, will retire on Dec. 5.

DeSica Coming for Promotion Confabs

Vittorio De Sica, producer and director of the forthcoming Jennifer Jones-Montgomery Clift starrer, "Indiscretion of an American Wife," will arrive here in January from Rome for two weeks of exploitation huddles on the David Selznick release.

The picture, which marks De Sica's initial English-language film, was shot entirely in Rome's Terminal Station and features Richard Beymer and Gino Cervi. A New York premiere will probably be held in late January.

Ted Myers, 68

CHICAGO, Nov. 15.—Veteran film salesman Ted Myers, 68, Universal-International Chicago exchange salesman from 1929 until his retirement in April, 1952, died here Nov. 9.

Restricts Theatre TV

Basis for Commercial TV Setup in Britain Outlined

By PETER BURNUP

LONDON, Nov. 15.—An outline of the principles of the government's proposed legislation for the introduction of commercial television here in competition with the British Broadcasting Co. monopoly, was presented to Parliament in a government White Paper on Friday.

The basis of the proposal is that responsibility for programs will rest not upon advertisers but upon station operators.

In other words, there will be no commercial program sponsorship in the accepted sense.

In consequence of the already voiced, widespread, public apprehensions, the government acknowledges the necessity of establishing safeguards against possible abuses. Accordingly, it proposes the creation of a controlling body in the form of a public corporation owning and operating transmitting stations and other suitable assets, which will lease broadcasting facilities to privately financed companies which will provide the programs and obtain revenue from advertisers.

Control Seen Assured

Such an arrangement, the government claims, offers adequate scope for the participation of private enterprise and at the same time ensures effective control of the air.

Initial capital to finance the setup would be provided by Treasury advances repayable from revenue derived from contracts with the program firms.

The proposed system of control is an involved one. For example, it includes the right to call for program scripts in advance and could regulate the advertising intended for telecasts. On the other hand, the system is "flexible." It contains provisions for enforcement of the regulations, an ultimate sanction being the right to revoke an operator's license held in reserve.

Admitting that Britain's present broadcasting system constitutes a monopoly in the realm of ideas, the government proposes to permit programs to go on the air which include discussions of subjects within highly controversial fields, for example, religion and politics. However, such programs will be subject to the close supervision of the suggested public corporation.

Two Channels for Corporation

The government is satisfied that despite the currently overcrowded channels it will be practical to allot two channels to the new corporation, beginning with London stations, and possibly including two other large population centers also.

Measures are proposed for preventing exclusive telecasts to restricted audiences of sporting and other events of national importance, obviously restricting the field for future closed channel theatre telecasts.

Aims at 3-Point Objective

The government claims that its policy achieves three objectives:

¶ It introduces an element of competition which will enable private enterprise to play a larger part in the development of television in the United Kingdom.

¶ It reduces to a minimum the government's financial commitments.

¶ It permits proceeding cautiously in a new field and safeguards a medium of information and entertainment from the risks of abuse or a lowering of standards.

The proposed new corporation basically will be answerable to Parliament, which will be responsible for the standards and quality of the new programs.

Film on Chevalier Planned by Goetz

HOLLYWOOD, Nov. 15.—William Goetz' first independent production will be based on the life of Maurice Chevalier, with Danny Kaye portraying the French entertainer. The deal with Chevalier for the rights to portray his career was closed by cable from Paris.

Shooting is scheduled to start in June.

Stevens Treasurer Of Cinerama Corp.

Ira S. Stevens was elected treasurer of Cinerama Productions Corp. at a board of directors meeting held here. He succeeds E. L. Scanlon, who has resigned to return to California.

Irving N. Margolin was elected assistant treasurer.

Allied Artists Officers Re-elected by Board

HOLLYWOOD, Nov. 15. — All officers and executive committee members of Allied Artists were re-elected at a meeting of the board of directors here Friday.

Statement by Broidy

Commenting on the stockholders' action in voting to change the company name officially to Allied Artists Pictures Corp., president Steve Broidy said, "We wanted that name change because our company in its current type of production has gone far beyond that operation, profitable though it was, for which Monogram originally was established. Our company, as indicated by our recent financial reports, is forging ahead, and we have reason to believe that by following our plans for larger production with star names we shall continue to operate with good profit."

King Paul Praises The Motion Picture

HOLLYWOOD, Nov. 15.—Warm tribute to motion pictures was paid by King Paul of Greece in an address to 300 state, city and industry guests of the Association of Motion Picture Producers at a luncheon and reception Friday at the RKO studio. The monarch said in part:

"I wish we could find some way to bring movies to every village in Greece so as to give the people who are lonely and isolated in remote districts pleasure. The motion picture industry is one of the great benefactors of mankind."

Name Group to Run Rogers Hospital

The appointment of an executive committee to administer the Will Rogers Memorial Hospital at Saranac Lake, N. Y., was announced at the weekend by Abe Montague, president of the hospital. The committee was named to assume the duties of the late Chick Lewis, who was vice-president of the institution. The group consists of Arthur Mayer, chairman; Fred Schwartz, Sam Rosen, William J. German, Herman Robbins, Richard Walsh, Murray Weiss and Montague.

Will Meet Nov. 24

The first meeting of the committee will be held on Nov. 24 and executive sessions will be held twice a month thereafter, Mayer said. The committee will take over all responsibilities and duties that were performed by Lewis during the last five years.

"No one could possibly be expected to give as much of his time and efforts to Will Rogers as did Chick Lewis," Montague said. "We will, in his name, carry out Chick's policies, his plans and his objectives."

Moravia Productions Formed in Hollywood

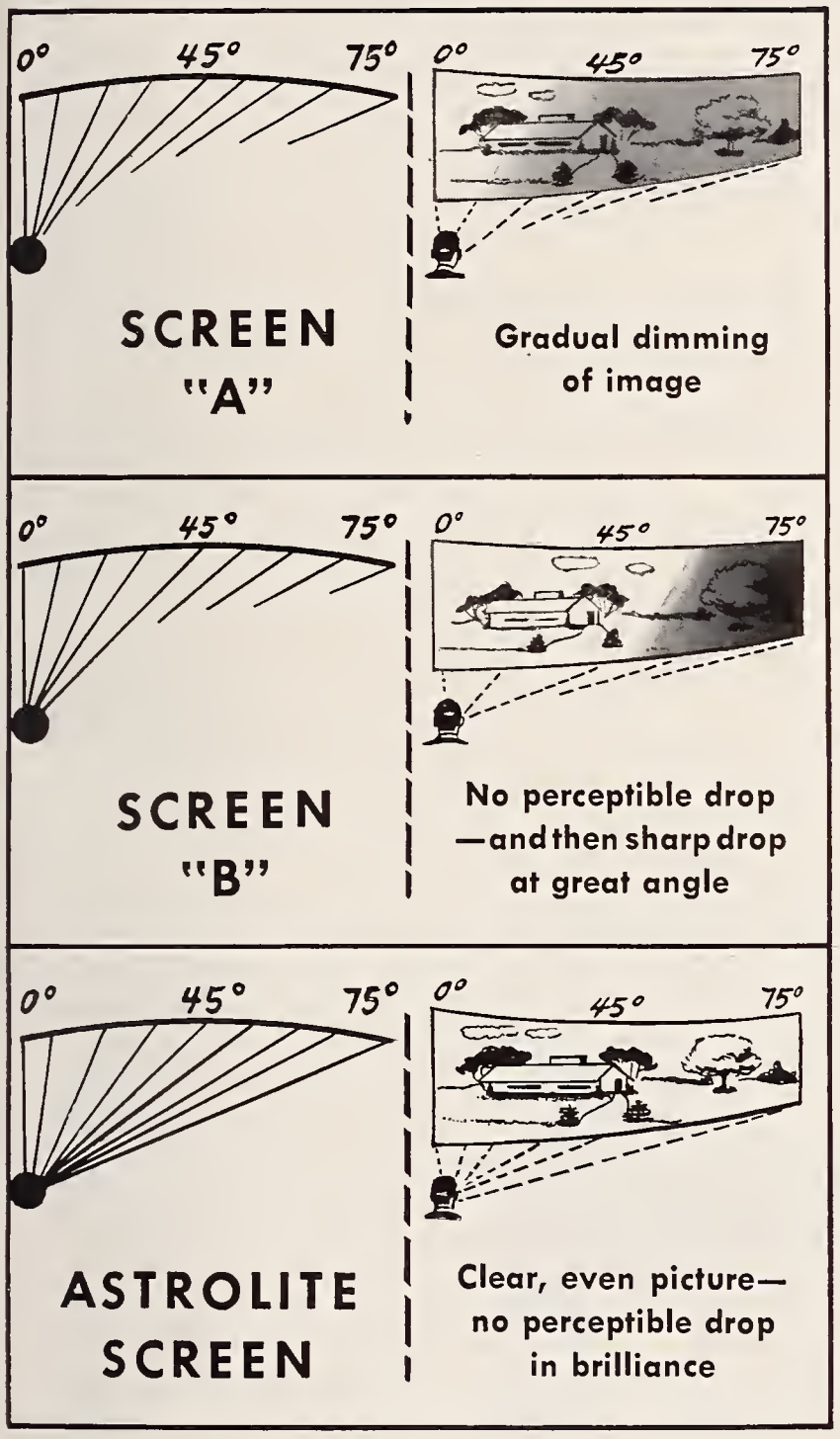
HOLLYWOOD, Nov. 15.—Formation of Moravia Productions, independent producing company, with the intention of employing European talent here and abroad in features to be produced here, has been completed by Matt Freed, producer; Liliana Moreau, writer-actress, and Francis Schwartz, attorney. The company will make both English and foreign-language versions of each picture, it was declared, producing three annually. American, Canadian and European financing is represented in the organization.

Saperstein's Mother

ALBANY, N. Y., Nov. 15.—Funeral services were held here Friday for Mrs. Anna Coplon Saperstein, mother of Joseph Saperstein, Fabian circuit division booker, who died in Samaritan Hospital, Troy. She is survived by six other sons and two daughters.

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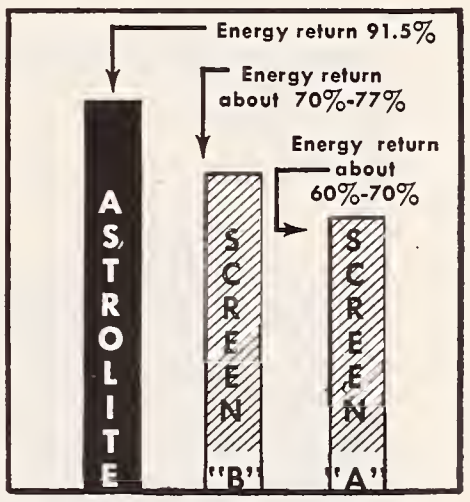
Astrolite installations are now going into theatres all over the country. Everyday exhibitors who have seen an actual theatre demonstration of Astrolite are switching their orders to Astrolite. The reason is simple: Astrolite is the only fully optically engineered screen. Only Astrolite offers you *greater brilliance* plus more uniform distribution of light reflection so that *every seat* in the house is a *good seat*. This is not a mere sales claim—but is something you can actually see for yourself at an Astrolite demonstration. (The charts on this page are based on actual laboratory tests!)

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Reade to Attend TOA Regional Meetings In Next 30 Days

Walter Reade, Jr., newly-elected president of the Theatre Owners of America, will make a swing of unit conventions during the next 30 days, visiting the meetings of four regional TOA-affiliated associations.

Reade will attend the convention of the Motion Picture Exhibitors of Florida in Jacksonville today and tomorrow and will be in Charlotte, Nov. 22-24 for the convention of the Theatre Owners of North and South Carolina. He will attend the meeting of the Theatre Owners of Oklahoma in Oklahoma City, Dec. 7-8 and the convention of the Motion Picture Theatre Owners of St. Louis, Eastern Missouri and Southern Illinois in St. Louis on Dec. 14-15.

Martin Keynoter At the Carolina Convention

E. D. Martin of Columbus, Ga., vice-president of the Theatre Owners of America, will make the keynote address at the annual convention of the Theatre Owners of North and South Carolina in Charlotte, scheduled for Nov. 22-24. He will speak in place of Leonard Goldenson, president of American Broadcasting-Paramount Theatres, who had been slated to make the address but who will be unable to because of another commitment.

RKO's 'French Line' Released in 3-D, 2-D

RKO Radio's "The French Line," color in Technicolor musical produced by Edmund Grainger and starring Jane Russell, Gilbert Roland, Arthur Hunnicutt and Mary McCarty, will be shown in 3-D in its Christmas prerelease engagements in Texas, and will be available in both 3-D and 2-D afterwards, Charles Boasberg, general sales manager, announced.



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Review

"Decameron Nights"

(Frankovich-Szekely-RKO)

THIS picture is based on three stories from Boccaccio's "Decameron," the widely known collection of tales by the 14th Century Italian story-teller. And independent producers Mike Frankovich and William Szekely have put together one of the most eye-filling films in years.

The stories, all variations on the theme of courtly love, will appeal principally to art house patrons. They are wry, witty and delightful fables from a day when a lady's virtue and her fidelity were considered practically the only fit subjects for song, story or academic argument. Courtly love, indeed, was practically a way of life. The tales of "Decameron Nights" are amusing views of this life, adult in appeal and charmingly irreverent toward all forms of hypocrisy.

Starring in these medieval romances are Joan Fontaine and Louis Jourdan, with Binnie Barnes, Godfrey Tearle and Joan Collins in support. They all are fine. Miss Fontaine, in particular, has never looked more beautiful nor performed—in four roles—with more attractive and comic versatility. In each of the tales she is a lady of quality, reacting in various ways to the fidelity —or lack of same—of her husband. At various times she is kidnapped by pirates, supposedly is murdered by hired assassins—who turn out to be too sentimental to do the job, masquerades as a sailor, and appears as a dancing girl in a sultan's court. She and her co-workers have a lot of fun in the make-believe.

The physical production of the film is, in the strict sense of the word, fabulous. Filmed in color by Technicolor in Italy, Spain and Majorca, the picture is a continuous pageant of medieval castles, countryside, towns and villages, which in themselves would make a handsome travelogue. Guy Green is responsible for the photography.

Framing three tales is a fourth wherein Jourdan, as the handsome story-teller, Boccaccio, pursues Miss Fontaine, a lovely widow, to a villa outside of Florence during a periodic sacking of the city. To win her cold heart and amuse her ladies, he tells the first story of the piece, "Paganino the Pirate," in which an old man's young wife runs away with a pirate. She in turn, tells the second tale, "Wager of Virtue," in which a young wife remains faithful to her old husband against practically all odds. The last, "The Doctor's Daughter," shows how Spain's greatest lover is tamed by his ever-loving wife. All are piquant but never offensive.

Hugo Fregonese directed the film with style and quality, fully utilizing the naturally colorful events and locales. George Oppenheimer wrote the literate screenplay, from a treatment by Geza Herczeg.

Jourdan is dashing as the various reckless romeos; Miss Barnes is the acid-tongued chaperone and, on one occasion, a very funny crone, and Tearle is the continually addled older husband. Others in the cast are Mara Lane, Stella Riley, Melissa Stribling, Elliot Makeham, Meinhart Maur, George Bernard, Bert Bernard, Ban Boolen, Gordon Bell, Noel Purcell, Hugh Morton and Marjorie Rhodes.

Running time, 87 minutes. Adult audience classification. Release date, Nov. 16.

Approve Reopening Of Spanish Market

The Spanish market has been reopened to American film companies under an agreement reached at Friday's meeting of the Motion Picture Export Association providing approval to pick up permits.

The approval was granted in an effort to pave the way for a new Spanish film pact, which is now in negotiation in Madrid, talks on which are expected to be concluded in two weeks. MPEA sources expressed optimism that the talks, being conducted for the MPEA by Griffith Johnson and Eugene Van Dee, will be successfully concluded. The MPEA decision on permits was relayed by Eric Johnston, MPEA president, to Madrid. Pending a new agreement, it was stated, not more than two permits per film company are expected to be purchased.

Meanwhile, it was reported that an agreement with France, expected shortly, is awaiting the arrival in Paris of Jacques Flaud, one of the chief French negotiators, who is now in Buenos Aires.

On another MPEA front, Irving Maas, Far Eastern director, is expected to leave for Japan this week to initiate talks on a new Japanese pact.

N. Y. Variety Club Officers Nominated

Names have been placed in nomination by the Variety Club of New York for 1954 officers. A membership meeting will be held Nov. 24 at the Hotel Piccadilly. Nominated were: Chief barker, Edward L. Fabian; first assistant chief barker, Ira Reinhardt; second assistant, Harold Rinzler; property master, Martin Kornbluth; dough guy, Saul Trauner.

The membership meeting also will mark the drawing in the raffle of two cars being conducted by the organization for the benefit of the Foundation to Combat Epilepsy.

Arthur Loew Abroad To Study Operations

Arthur M. Loew, president of Loew's International, left here by plane on Saturday for Paris on the first leg of a trip during which he will observe M-G-M foreign operations and confer with sales, theatre and publicity executives of the company. He will visit Continental countries as well as Egypt, South Africa and Australia, returning to New York late in December.

To Pre-release 'Sadie' Only in 3-D Version, Says Montague

CHICAGO, Nov. 15. — Asserting that the industry's previous experiences with 3-D pictures have been in the nature of "growing pains," A. Montague, general sales manager of Columbia Pictures, told the company's Midwest and Southern sales meeting here that the introduction of quality product such as "Miss Sadie Thompson" in the new medium would greatly enhance the grossing potentials of those productions.

Montague said that Columbia's own experience and the results of recent test dates of M-G-M's "Kiss Me Kate" had influenced the decision to pre-release "Miss Sadie Thompson" in key situations in 3-D only beginning at Christmas time.

In giving his reasons for the decision, Montague said that "Rita Hayworth in 3-D" is an extra box-office value over and above the quality of "Miss Sadie Thompson," a value which, properly sold, will intrigue the public. He said that the Polaroid Corp. had assured Columbia that a perfected, clip-on viewer would be available for the engagement of "Sadie" and that mechanical aids to eliminate synchronization problems would accompany the glasses at no extra cost.

"The results of the M-G-M tests confirm our judgment that a quality picture in 3-D will outgross the same picture in 2-D by a substantial margin," Montague said. "We feel that the industry's experience in 3-D has been in the nature of 'growing pains' and that the public only now is being offered top-quality motion pictures, properly presented."

"Miss Sadie Thompson" will be available for standard screens and wide screens up to an aspect ratio of 1.85 to 1 and with either stereophonic or standard sound, he said.

3-D 'Sadie' Is Booked Here at the Capitol

"Miss Sadie Thompson," in 3-D, will be the Christmas attraction at the Capitol.

"From Here to Eternity," current Capitol attraction, is expected to continue its long run until Christmas.

Two Join Rivoli Staff

Sidney Cutler and Adonis Torres have been added to the managerial staff of the Rivoli Theatre here by Montague Salmon, managing director. Together with Frank Fola and Nick Justin, they now comprise the full managerial staff under Salmon.

Meet on Plans for Todd-AO's 1st Show

A series of conferences on the projected press demonstration of the Todd-AO process and other matters will get underway here this week following the arrival from the Coast of Joseph M. Schenck, one of the principals in the Magna Theatre Corp.

Current plans, it was learned, call for the demonstration to be held in Buffalo, as originally indicated by Mike Todd, Magna director.

Stereo Sound

(*Continued from page* 1)

system was noticeable. I am convinced that any theatre this is equipped with a good and high quality sound system, on a single track, could have played this picture on a 2.55 screen—and with an equally good audience reaction."

Skouras, at both this year's TOA and Allied conventions stated that "The Robe" and other CinemaScope productions, insofar as 20th Century-Fox was concerned, would not be made available to theatres that are not equipped with stereo sound. When asked at the former's convention if other companies utilizing CinemaScope would adopt the same stand, Skouras said he could not speak for others.

Continuing, Reade said in his letter to Skouras, "My reason for writing you today is that not only am I convinced that the position which you so definitely stated concerning stereophonic sound at our convention last week in Chicago is untenable, but that you are rendering a great disservice to exhibitors, large and small, by compelling capital outlay on what may well be useless and unnecessary sound equipment (amounting to millions upon millions of dollars) at a time when so many of them could better utilize these same funds for so many other important and necessary improvements within the field of exhibition."

The cost of stereophonic sound equipment has been the basis for the principal exhibitor complaint against its installation which is said to be the major single expense involved in CinemaScope.

Skouras Says

(*Continued from page* 1)

tributed anything to the presentation and added that he thought it was a "disservice" to exhibitors to require the sound installation for such presentations.

Skouras, who was in production conferences at the studio here Friday, accompanied by Al Lichtman, head of distribution, and Charles Einfeld, vice-president, added that 20th-Fox studio technicians already have started work on extensive technical preparations required for the comparative test engagements of the stereophonic and one track sound presentations.

'Complicated Laboratory Process'

Skouras had promised such tests would be made when he appeared before the Allied States annual convention in Boston last month and was confronted there with independent exhibitor objections to installation of stereophonic sound as a requisite to presentation of 20th-Fox CinemaScope productions.

"All CinemaScope pictures filmed to date have been shot for stereophonic sound," Skouras pointed out, "and the preparation of special, single-track prints for the purposes of the tests which are planned is a complicated laboratory process."

'Luther' to Swerdlove

Albert Swerdlove has been appointed sales representative of Louis de Rochemont Associates' production, "Martin Luther," in the Boston territory by Cresson E. Smith, general sales manager.

Paramount Net Up

(*Continued from page* 1)

shares outstanding. For the same period of 1952, consolidated earnings were reported at $1,878,000 after all taxes, with $1,378,000 resulting from net operations and $500,000 from net non-recurring capital gains. The combined earnings represented 80 cents per share on 2,342,088 shares outstanding.

Consolidated earnings for the first nine months of this year, computed on the same basis, are estimated at $4,996,000, representing $2.21 per share, compared with $4,663,000 in the same three-quarter period in 1952, representing $1.99 per share.

The consolidated earnings reported above do not include Paramount's net interest in the combined undistributed earnings of partially owned non-consolidated subsidiaries, Balaban said. Such a share resulted in net earnings of $115,000 for the third quarter of 1953, compared with $123,000 for the same period of 1952 and net earnings of $594,000 for the first nine months of 1953, compared with $340,000 for the same period of last year, the report pointed out.

In addition to the earnings statement, Balaban reported that International Telemeter Corp., in which Paramount holds a majority interest, was inaugurating its system of "pay-as-you-see" television over its community antenna system in Palm Springs, Cal., on Nov. 28, with the first "world premiere" of a picture, Paramount's "Forever Female."

Balaban stated that arrangements had been made to show sports, musical and cultural attractions over TV via Telemeter in Palm Springs, as well as current pictures from major studios.

Balaban further announced that Chromatic Television Laboratories, Inc., in which Paramount holds a 50 percent interest, had granted its first license to manufacture its large size color television tube to the Crosley Division of Avco.

"We are now engaged in negotiations with other major TV set manufacturers for licenses to produce the Chromatron. It is clear that the interest in the tube arises from its simplicity of design making possible ease of manufacture and lower cost, and the fact that it is the only large tube ready for manufacture in the foreseeable future," he stated.

U-I Sales Meet

(*Continued from page* 1)

reception now scheduled for Dec. 6.

Milton R. Rackmil, president; Alfred E. Daff, executive vice-president; Adolph Schimel, vice-president and general counsel, and Feldman will head the group attending from New York and will also include Americo Aboaf, Ray Moon, Ben Cohn, F. J. A. McCarthy, P. T. Dana, Foster M. Blake, James J. Jordan, Irving Sochin, Harry Fellerman, F. T. Murray, Charles Simonelli, Philip Gerard, Jeff Livingston, Fortunat Baronat and Benjamin Lorber.

Participating from the studio will be N. J. Blumberg, chairman of the board; Edward Muhl, vice-president in charge of production; David A. Lipton, vice-president; James Pratt, executive manager of the studio, and Morris Davis, Morris Weiner, Clark Ramsey, Sam Israel and Archie Herzoff.

A. W. Perry, president of Empire-Universal, distributors of U-I's films in Canada, will attend.

UA Anniversary

(*Continued from page* 1)

ment saluting the opening of the anniversary campaign, William J. Heineman, UA's vice-president in charge of distribution declared:

"This sales drive will pay tribute to the outstanding leadership given our company by Arthur Krim and, through him, to the entire company, which is now beginning the celebration of its 35th birthday.

"It is fitting that, in its 35th year, United Artists should be able to assure exhibitors of its part in preventing any product shortage by the releasing of a record schedule of top productions."

To Offer 'Quo Vadis' In Wide-Screen

"Quo Vadis," with prints especially adapted for wide-screen presentation, will be made available by M-G-M during the Christmas holidays. The picture was first shown nationally two years ago.

Goldwyn

(*Continued from page* 1)

the residual values of the productions.

While no deal has been made, it is understood that the films still are available for the TV market and will remain so awaiting an offer approximating Goldwyn's idea of their values. Reportedly, Goldwyn also declined a bid from Matthew J. Fox of Motion Pictures for Television involving distribution of the films by the latter to television stations on a percentage basis.

Others Held Same View

Two other prominent independent producers, David O. Selznick and Walt Disney, explored the TV market for their older films some time ago and came to the same conclusion as Goldwyn. Roy Disney, who negotiated for Disney Productions, called off his talks with the explanation that only "peanuts" are involved in the sale of films to television.

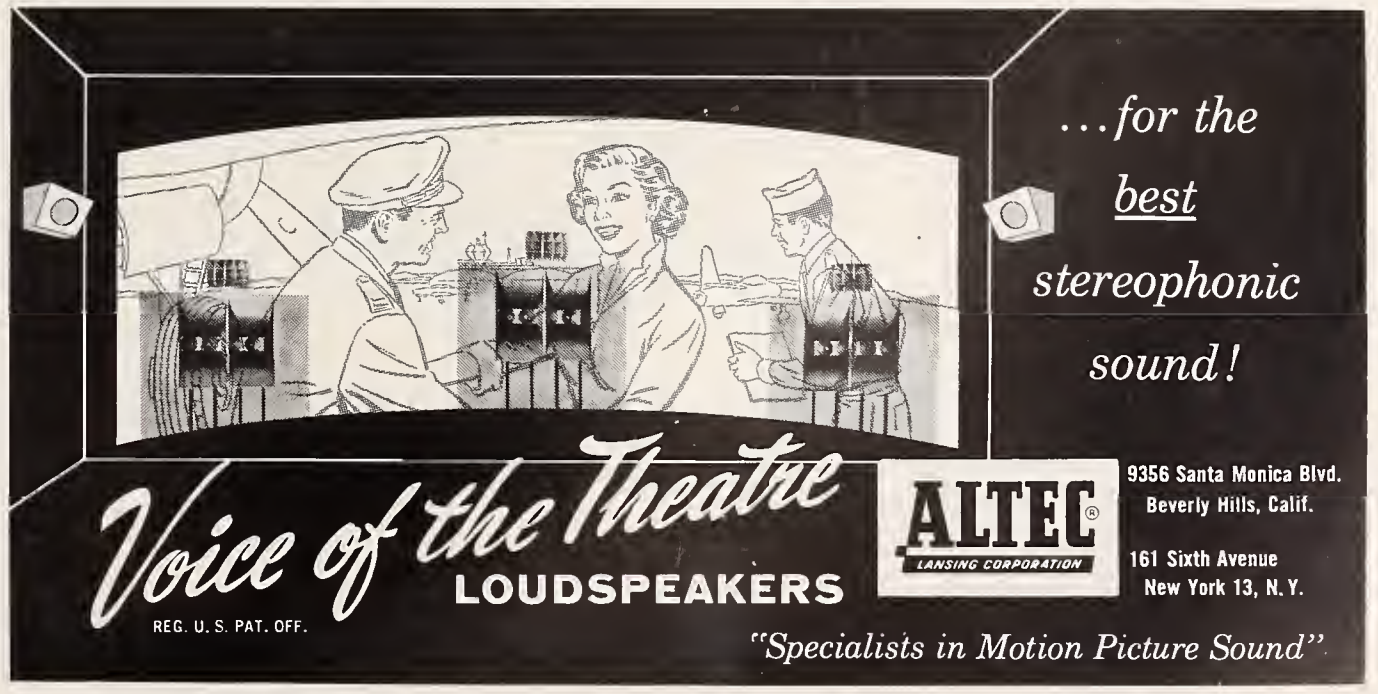
115 Playdates for CinemaScope, 'Robe'

Domestic and Canadian playdates of 20th Century-Fox's "The Robe" total 115, with 36 new openings of the first CinemaScope production immediately pending.

The production opened last Tuesday in nine situations: the Fox, Missoula, Mont.; Strand, Portland, Me.; State, New Bedford, Mass.; Grandin, Roanoke; Paramount, Youngstown; Olympic, Utica; Shea's, Erie; Capitol, Wheeling, West Va.

Armistice Day openings occurred in the following 18 theatres: Fox, Joplin; Jayhawk, Topeka; West Coast, Long Beach, Cal.; Proctor's, Schenectady; Troy, Troy; Poli, New Haven; Embassy, Reading; Palace, Canton; Elmira, Elmira; State, Ithaca; Riviera, Binghamton; Paramount, Ft. Wayne; Rialto, Wilmington; Poli, Springfield, Mass.; Broad, Columbus; Majestic, Evansville; Paramount, Toledo; World, St. Paul.

"The Robe" opened last Wednesday at the Georgia, Columbia, Ga.; Capitol, Macon; Poli, Worcester, Mass.; Logan, Logansport, Ind.; Lucas, Savannah; Capitol, Ottawa. Engagements started last Thursday at the California, Stockton; Keith, Grand Rapids; Capitol, Calgary.





INDISCRETION

of an American Wife

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VOL. 74. NO. 95 NEW YORK, U. S. A., TUESDAY, NOVEMBER 17, 1953 TEN CENTS

No New Financing

See Extension On RKO Loans Of $4,000,000

Walker to Go to Coast for Board Meet Thursday

An extension, beyond Dec. 28, 1953, is expected to be procured by RKO Pictures on payment of its $4,000,000 indebtedness to three Texas banks, it was learned here yesterday.

The loans which received the personal guarantee of Howard Hughes, board chairman, mature on Dec. 28. However, it was learned that the company plans to retain the loans in the three Texas banks rather than to seek financing elsewhere.

This plan and other company matters will be among the topics discussed at Thursday's meeting of RKO's board of directors on the Coast, it was stated. J. Miller Walker, vice-president and general counsel, left here last night to join James R. Grainger, president, on the Coast.

Another major item on Thursday's

(*Continued on page 6*)

High Court Refuses Review of Appeal in Jackson Park Case

WASHINGTON, Nov. 16.—The U. S. Supreme Court today refused to review a lower court decision which said that the RKO divorcement had changed the legal situation of RKO theatres in Chicago under the Jackson Park decree.

The appeal, brought by Florence B. Bigelow, grew out of the Jackson Park case. At the time the Jackson Park decree was entered, the Wins-

(*Continued on page 3*)

Lightman Group in Television Field

MEMPHIS, Nov. 16.—Stating that in time television will be an asset to theatres, M. A. Lightman, Sr., president of Malco Theatres, announced that Malco had bought controlling interest in a TV station, WEHT, ultra high frequency Channel No. 5, located between Henderson, Ky., and Evansville, Ind.

"We are in this with some of our

(*Continued on page 3*)

20th-Fox Tests of I-Track Sound Now Likely in January

COLUMBUS, O., Nov. 16.—Spyros Skouras, 20th Century-Fox president, informed Robert Wile, executive secretary of the Independent Theatre Owners of Ohio, that one-channel sound prints of "The Robe" will be available after Jan. 15 for test engagements at the Star Theatre, Upper Sandusky, O.; the Wellman at Girard, O., and the St. Paul at Dayton.

Skouras said he has been advised that prints on single sound tracks will be ready by the middle of January, and said he regretted an earlier report that such prints would not be available until mid-spring or late spring.

W. C. Gehring, 20th-Fox general sales manager, informed Wile that his earlier information that the prints would not be ready before spring was incorrect.

Skouras had promised the national

(*Continued on page 6*)

Gross of $134,000 Seen for 'Marry'

A big gross of $134,000 for the twin first-week Broadway engagement of "How to Marry a Millionaire" was seen here yesterday.

The second CinemaScope production, which ended its first seven days at Loew's State and the Globe last night, paced other Broadway houses at the box-office. At Loew's State, a strong $84,000 was estimated, while a good $50,000 was indicated for the Globe. The current first week estimate at the State is lower than the

(*Continued on page 3*)

Plan Licensing Of BMI Music To Theatres

A licensing program for theatres utilizing recordings of Broadcast Music, Inc., songs is definitely contemplated by the BMI, it was learned here.

The schedule of theatre rates, reported to be much lower than the rates charged by ASCAP, is expected to be announced by BMI within two weeks. This would be the first time that BMI has sought to charge theatres for its music. Both national exhibition organizations, Allied and the Theatre Owners of America, have been informed of BMI's intentions.

BMI, a rival of ASCAP, was formed by broadcasters following a conflict with ASCAP. BMI, unlike

(*Continued on page 6*)

Simons in MGM Post As Customer Liaison

M. L. (Mike) Simons has been named director of customer relations for M-G-M, succeeding the late Henderson M. Richey. The appointment is effective immediately, reports Charles M. Reagan, in charge of domestic distribution.

Simons, who joined M-G-M in 1927 at Indianapolis and went to the home office in 1933, became assistant to Richey shortly after the latter joined the company. In this capacity he addressed exhibitor conventions and

(*Continued on page 6*)

Total 1,286,353

List Will Buy 400,000 More RKO Shares

Offers $4.50 to Theatre Company's Stockholders

Albert A. List, new chairman of the board and controlling stockholder of RKO Theatres, has made an offer to stockholders of the company to purchase at least 400,000 more shares of the company's stock at a price of $4.50 per share.

With the 886,353 shares purchased earlier by List from Howard Hughes, the new acquisition would bring his holdings to a minimum of 1,286,353 shares, or approximately one-third of the 3,764,913 shares outstanding.

The offer was made last Friday and obviously accounts for the huge turnover of 150,400 shares of RKO Theatres stock traded on the New York Stock Exchange on that day. Closing price Friday was $4.75, the price per share List paid Hughes for the latter's holdings a week before. RKO Theatres stock was still active yesterday with a turnover of 38,600 shares, but was off ⅛, closing at 4⅝.

Irving Trust Co., agent for List in

(*Continued on page 6*)

TESMA-TEDA Want Chicago Again for 1954 Trade Show

Either of the national exhibitor organizations willing to schedule its 1954 national convention at the Conrad Hilton Hotel, Chicago, could have next year's Theatre Equipment Supply Manufacturers Association-Theatre Equipment Dealers Association trade show in conjunction with it merely for the asking.

Whether either Theatre Owners of America or Allied States will choose

(*Continued on page 3*)

New Eady, N.F.F.C., Spur UK Production

LONDON, Nov. 16.—With the future of the Eady Plan and the continuance of the government's National Film Finance Corp. now assured, a considerable upsurge in production plans is to be discerned here. It appears likely already that a sound core of at least 60 features are definitely

(*Continued on page 6*)

Small Exhibitors Confused

Levy Says Production Must Help the 'Forgotten Men'

JACKSONVILLE, Nov. 16.—Describing the smaller and subsequent run exhibitors as the "forgotten men" of the industry, Herman Levy, general counsel of the Theatre Owners of America, today said that producers would be creating "economic suicide" if they did not heed the call of those exhibitors in need of help. Levy spoke at the annual convention of the Motion Picture Exhibitors of Florida which will close its two days of sessions tomorrow.

The TOA counsel asserted that the "forgotten men" are confused and are weakened by indecision and by fear, declaring that they are the "victims of the present policy of most producers

(*Continued on page 3*)

Business in Thailand Good, Says AA Agent

HOLLYWOOD, Nov. 16.—"The motion picture business in Thailand is good; theatres are well filled, especially in Bangkok, where in recent months four new theatres have been constructed, and where three more are

(*Continued on page 6*)

Personal Mention

W. C. GEHRING, 20th Century-Fox executive assistant general sales manager, returned to New York yesterday from the Coast.

•

ARTHUR GRAY, JR., president of Michael Myerberg Productions, will be guest speaker Thursday at the luncheon meeting of the National Television Film Council at the Hotel Warwick.

•

WILLIAM S. KOSTER, executive director of the Variety Club of New England, has been named a member of Archbishop Richard E. Cushing's Committee for the Nazareth Home for Children, a non-sectarian institution.

•

EDWARD L. HYMAN, vice-president of American Broadcasting-Paramount Theatres, and BERNARD LEVY, his assistant, have returned here from Detroit, Minneapolis and Des Moines.

•

WILLIAM B. ZOELLNER, head of the M-G-M short subjects and newsreel department, has left New York for Dallas.

•

E. B. COLEMAN, M-G-M Southwestern field division press representative, will arrive here from Dallas today.

•

H. M. BESSEY, Altec Service Corp. executive vice-president, and MARTY WOLF, assistant general sales manager, have left here for Jacksonville.

•

DR. ALFRED N. GOLDSMITH, engineering consultant, has been named to receive the Founders' Award of the Institute of Radio Engineers.

•

ARTHUR DAVIS, of the Arthur Davis Releasing Co., has returned to New York from the Coast.

•

E. C. COLEMAN, M-G-M Southwestern division press representative, is in New York from Dallas.

•

ALFRED CROWN, RKO Radio foreign manager, will leave Tokyo today for Hollywood on his way to New York.

•

MORGAN HUDGINS, M-G-M studio publicist, left New York yesterday by plane for Paris and Cairo.

•

HARRY GOLDSTEIN, Allied Artists Eastern publicity manager, left Hollywood yesterday for Detroit.

•

JOSEPH M. SCHENCK has left here for the Coast.

•

WALTER READE, JR., left here by plane last night for Jacksonville, Fla.

M-G-M Will Do Two More in CinemaScope

HOLLYWOOD, Nov. 16.—Dore Schary, production head at M-G-M, today stated that "A Bride for Seven Brothers" and "The Student Prince" will be filmed in CinemaScope. This brings the total of M-G-M features to be produced in CinemaScope to seven.

Weigh Appeal Move In Hillside Case

The Hillside Amusement Co. has until Dec. 3 to file an appeal from the dismissal of its suit against major film companies and theatres formerly operated by Warner Brothers in New Jersey on charges of violation of the Robinson-Patman Act. Attorneys for the plaintiffs, however, indicated here yesterday that it was still undecided whether an appeal would be taken. They have 30 days from Nov. 2, the date on which Judge Sidney Sugarman entered his judgment, to file an appeal.

Jack Unger, head of the Hillside company, which operates the Mayfair Theatre in Hillside, N. J., had charged that the Warner houses had obtained better rental terms for identical product. Under the Robinson-Patman Act, it is unlawful to discriminate on prices between customers on commodities of the same quality. Unger had sought to make the act apply for the first time in a motion picture case. Judge Sugarman, in dismissing the case, ruled that films were licensed and not sold, therefore not coming in under the provisions of the law.

Coast Agency Set By Mort Goodman

HOLLYWOOD, Nov. 16. — Mort Goodman Advertising has been formed here to handle advertising and publicity accounts in and outside of the entertainment industry. Goodman has been in public relations in Southern California for the past 16 years. During the past 18 months he has served as vice-president in charge of the motion picture department of Stodel Advertising Co.

Among the present accounts of the new organization are the Ambassador Hotel, Hollywood Palladium, United Paramount Theatres, Western division; Lippert Productions and Treasureland Baby Show Co.

More Argument Time Granted Crest Case

WASHINGTON, Nov. 16.—Extra argument time has been allotted by the Supreme Court to the parties in the Crest case. Brought by Theatre Enterprises, Inc., the case involves the issue of whether neighborhood theatres can bid for first-run films. Distributors view the case as a vital, precedent-setting one.

Most Supreme Court cases are argued for two hours, one hour for each side. But the parties in the Crest case said more time would be needed to present the important issues in that proceeding, and each side will get one-and-a-half hours. Argument is scheduled to start Monday, Nov. 30, and will probably run over into Tuesday, Dec. 1.

SMPTE Meet Tonight

Speakers at tonight's meeting of the Society of Motion Picture and Television Engineers, which will be held at the Engineering Societies Building here, will be Howard L. Taylor, Dimitri Rebikoff and Allan M. Koerner.

A.A. Completes 15 For Wide-Screen

HOLLYWOOD, Nov. 16. — Fifteen pictures for wide-screen projection with a screen ratio of 1.85 to 1 have been completed by Allied Artists. Thirteen are in backlog, the other two, "Mexican Manhunt" and "The Royal African Rifles," are now in release.

The 13 in backlog are "Jack Slade," "Hot News," "Fighter Attack," "Private Eyes," "Riot In Cell Block 11," "Pride of the Blue Grass," "Dragonfly Squadron," "The Golden Idol," "Off the Record," "House in the Sea," "Yukon Vengeance," "Cheyenne Crossing" and "Paris Playboys."

Services Tomorrow For Fred Mohrhardt

Funeral services for Fred M. Mohrhardt, 61, treasurer and member of the board of Paramount Pictures, will be held tomorrow at 11:00 A.M. at the Larchmont Avenue Presbyterian Church, Larchmont, N. Y. Mohrhardt, who had been with Paramount for 34 years, died at his home in Larchmont on Sunday following a long illness. Interment will be at Kensico Cemetery, Valhalla, N. Y.

Elected in 1946

Mohrhardt was elected treasurer of Paramount in 1946 after having served as controller since 1933.

He is survived by his widow, Mrs. Mynn Sams Mohrhardt; a son, Fred, Jr.; a brother, Emil Mohrhardt of Hamburg, N. Y., and three grandchildren.

Plan Wide Promotion On Glenn Miller Film

"The Glenn Miller Story," Universal-International's color in Technicolor musical starring James Stewart and June Allyson, will have its world premiere at the Miami, Carib and Miracle theatres in Miami on Tuesday, Jan. 19, with the stars of the picture making personal appearances and aiding in the promotional effort which will be one of the most comprehensive in U-I's history, it was announced by Charles J. Feldman, general sales manager.

Following their participation in the premiere, Stewart and Miss Allyson will visit more than a dozen key cities from Coast to Coast to aid in the promotion of the picture which is scheduled for national release around Washington's Birthday.

Goldenson Reelected President of UCP

Leonard H. Goldenson, president of American Broadcasting - Paramount Theatres on Sunday was reelected president of United Cerebral Palsy. It will be his fifth term as head of the charitable organization. Goldenson's reelection marked the close of a three-day meeting held here by UCP at the Hotel New Yorker.

Edmund Grainger at RKO Radio Meeting Starting Thursday

Edmund Grainger, producer of RKO Radio's "The French Line," will be one of the principal speakers at the RKO Radio district managers' meeting which will be held at the New York home office Thursday and Friday, Charles Boasberg, general sales manager, announced. Grainger will arrive in New York from Hollywood tomorrow and will remain a week. The meetings originally were to be held today and tomorrow.

Films to Be Shown

To be shown at the conclave are Walt Disney's "Rob Roy, the Highland Rogue," the science-fiction "Target—Earth!" and Samuel Goldwyn's "The Best Years of Our Lives," which will be re-released next year.

Other home office executives who will discuss RKO's forthcoming product include Edward L. Walton, executive assistant to president J. R. Grainger; Walter Branson, assistant general sales manager; Nat Levy, division manager, and Sidney Kramer, short subjects sales manager.

N. J. Theatre Files $3,750,000 Action

Asking $3,750,000 treble damages, the Bergenline Amusement Co., operating the Rialto Theatre in West New York, N. J., has filed an anti-trust suit against nine distributors and five circuits.

The plaintiffs claim that they operated the house from 1930 until 1952 when they were forced to suspend operations because distributors favored the defendant circuits in film deals, permitting them to over-buy to prevent the Rialto from obtaining product.

In addition to the distributors, defendants are Skouras Theatres, National Theatres, Union Hill Corp., North Bergen Amusement Corp. and Doves, Inc.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center

M-G-M's **"KISS ME KATE"** starring
Kathryn GRAYSON • Howard KEEL
ANN MILLER
Photographed in ANSCO COLOR
Print in TECHNICOLOR
and SPECTACULAR STAGE PRESENTATION

DORIS DAY
HOWARD KEEL
Calamity Jane
Color by TECHNICOLOR
In Person
The AMES BROS.
PUPI CAMPO and His ORCHESTRA
CLIFFORD GUEST
PEIRO BROS.
PARAMOUNT TIMES SQUARE
Midnight Feature

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Grosses

(*Continued from page* 1)

intial estimated gross of $100,000, as reported previously. But business at the house for the first week was described as the best in years.

At Radio City Music Hall, a good $117,000 was forecast for the second week of "Kiss Me Kate." "The Robe" at the Roxy is holding up fine, with $80,000 predicted for the ninth week.

"From Here to Eternity" has established a new long-run record at the Capitol, where the picture enters its 16th week at the house. The previous long-run house record was held by "Moulin Rouge." For its 15th week, a healthy $34,000 was estimated. The Capitol's next picture, "Miss Sadie Thompson," in 3-D, will begin its engagement on Dec. 23.

"Calamity Jane" will leave the Paramount on Friday, with a moderate $48,000 seen for its second week. The Paramount's new attraction, which launches its non-stage show policy, will be "Three Sailors and a Girl."

'Mogambo' Joins Leaders Among Chicago Grosses

CHICAGO, Nov. 16.—The biggest box-office news of the week here is being supplied by "Mogambo," soaring to $45,000 in its opening session at the Essaness Woods, and "The Joe Louis Story," heading for a very good $15,000 or better at the RKO Grand. "Calamity Jane," with Julius La Rosa on the stage, should hit close to $60,000 at the Chicago, a good first week. "So Big," in its initial week at the United Artists, will be lucky to top $16,000.

Among the holdovers, "The Robe" still is going strong in its eighth week at the State Lake with a fine $50,000 or better in prospect; "Martin Luther," also in its eighth week, should top $17,000 at the Loop, and "Cinerama" still is hovering around the $40,000 mark at the Palace. "The Captain's Paradise" should garner about $6,500 in its third week at the Ziegfeld.

Other strong holdovers are "From Here to Eternity," at the Oriental; "Take the High Ground" and "Sky Commando" at the McVickers; "East of Sumatra" and "Stand at Apache River" at the Roosevelt; and "Torch Song" at the Monroe.

Jackson Park Case

(*Continued from page* 1)

ton Theatre Corp. owned and operated the Grand Theatre in Chicago. Winston was a wholly-owned subsidiary of RKO Theatres, which also owned the Palace in Chicago.

In Jan., 1948, Bigelow filed a petition charging RKO with contempt because of the way RKO pictures were being exhibited at the Palace. The District Court and the Court of Appeals upheld the charge. In that proceeding, an attorney representing Winston said the outcome of the Palace case would also bind the Grand.

In June, 1952, Winston asked the District Court to make a new ruling that the Jackson Park decree no longer covered it because of the later RKO divorcement. The District Court rejected this, but the Seventh Court of Appeals said that the RKO divorcement did change the situation. It held that the burden of proof was now on the Jackson Park to show that the conditions necessitating the original injunction still remained. Without such a showing, the decree should be modified, the Circuit Court held.

The Jackson Park appealed this ruling to the high court, but the Justices today refused to review the lower court decision. They gave no reason for their action.

Presumably the case now goes back to the District Court, where the Jackson Park can offer evidence to show that the injunction should not be changed.

Levy, Coyne Heard

(*Continued from page* 1)

to release fewer and fewer pictures and to charge more and more for the fewer and fewer released." Levy said that whether or not the policy was deliberate, "the fact is that it exists and is being encouraged and fostered by production."

Throughout the first day of the meeting, which was held at the Roosevelt Hotel, the problem of the small theatre and the drive-in supplied the theme of several discussions.

Questions pertinent to the exhibitors, for which no concrete answer was discernible, include: "Why invest in new equipment when there is no assurance that it will not be obsolete a short time from now?" "Why cannot satisfactory alternatives be used?" "What will the theatre which cannot afford new and expensive equipment, do for product in the future?"

These exhibitor enigmas were re-emphasized at an open forum, moderated by Nash Weil, general manager of Wil-Kin Theatre Supply Co., following a CinemaScope screening of "How to Marry a Millionaire" for convention delegates at the Florida Theatre this morning.

Still another question was posed by numerous exhibitors after the screening: "Who needs stereophonic sound? Sure, it's good—but hardly better than a good high fidelity conventional sound system from a single sound track."

The luncheon speaker, Robert W. Coyne, of the Council of Motion Picture Organizations, lauded Florida exhibitors, pointing out that Florida, Arkansas and Maine appeared to lead the nation in new tax campaign progress.

"The two factors in our progress with the last Congress," he said, "were the painstaking work done by exhibitors at home and the manifest justice of the theatres' case. The soundness of our case was like a contagion in Washington and created a tremendous tide of favorable opinion. This atmosphere must be re-created and can be done only by the same honesty of approach that governed our work the last time. Starting again requires courage, but many areas are well on their way and the groundwork of our last campaign is a solid basis upon which to build."

Coyne added that there could be no major shift of policy, that complete relief was still the goal.

The afternoon session included a concessions forum, and a discussion of local and state legislation led by Lamar Sarra.

On the social side, there was an Armour & Co. cocktail party Sunday and another given by the Motion Picture Advertising Co. today. Other gatherings were sponsored by Alexander Film and Wil-Kin Theatre Supply.

The speaker at Tuesday's luncheon will be Walter Reade, Jr., president of the Theatre Owners of America, while Dr. William Alexander, of Oklahoma City, will deliver an address at the banquet to be held in the evening. Election of officers will be held tomorrow afternoon.

Says Hughes Dodges Castleman Trial

HOLLYWOOD, Nov. 16.—Attorney Bernard Reich, representing Eli B. and Marion Castleman here in a minority stockholders suit against Howard Hughes and RKO, filed an affidavit in Federal Court charging Hughes with removing his residence to Las Vegas for the purpose of evading trial in the Castleman case here, and alleging collusion between New York lawyers representing each of the parties in the litigation.

Among several allegations by Reich is the charge that Hughes' removal of his residence was "part and parcel" of a plan to prevent the case being tried in this jurisdiction.

George W. Weeks Dead

HOLLYWOOD, Nov. 16.—Funeral services will be held Wednesday, at Forest Lawn, for George W. Weeks, 68, retired producer, who died today of a heart attack. The deceased entered the industry in 1910 in Detroit, as director of advertising for the Kunsky Theatres.

Set 'Caine' Release For Early Summer

CHICAGO, Nov. 16.—Because the release of "From Here to Eternity" and other Columbia product during the summer proved that those months provide the best time for launching a film of major proportions, Columbia will pre-release Stanley Kramer's "The Caine Mutiny" in the late spring or early summer next year.

In making the announcement today at the first of three regional sales meetings, A. Montague, general sales manager, told the company sales representatives that another reason for setting the releasing period was that "elaborate advertising and merchandising plans were in process of formation" which will require a period of months to work out. He said that one of the largest advertising budgets in the company's history was being allocated to "The Caine Mutiny."

Highlighting today's session was a detailed discussion on the future sales of "From Here to Eternity." Equally important on the schedule are discussions which will cover sales plans on the trio of key productions planned release in the coming year, "Miss Sadie Thompson," 3-D color in Technicolor version of the Somerset Maugham short story, and "It Should Happen to You."

Buffalo 'Fall Guy' Show

BUFFALO, Nov. 16.—Richard T. Kemper, zone manager of Dipson Theatres and resident manager of the Erlanger Theatre, was ringmaster at the "Fall Guy Show" of Buffalo Bill Tent, Circus Saints and Sinners, here.

TESMA

(*Continued from page* 1)

Chicago is uncertain, and it is equally uncertain whether the TESMA-TEDA trade show will go to either convention unless one of them does choose Chicago.

TESMA-TEDA leaders and a large percentage of the membership feel that the Conrad Hilton Hotel's exhibit space is the best to be had for their purposes.

Allied Shift Unlikely

Allied, which had planned its 1954 convention for the Shoreham Hotel in Washington, D. C., made a last minute switch to the Civic Auditorium, Milwaukee, to afford better exhibit space for the TESMA-TEDA trade show. It developed subsequently that many in TESMA-TEDA did not fancy the idea of the exhibitors being under a separate roof at the Schroeder Hotel, even though next year's Allied convention sessions would be held in the Civic Auditorium.

It is regarded as doubtful whether Allied would make another change in plans, even if not to do so meant losing the trade show.

TOA had decided on Kansas City for its 1954 convention when it learned of TESMA-TEDA's views. Confirmation of the site, however, is being held up while a few TOA leaders re-examine the situation. TOA's problem seems to be that having just met in Chicago, it would not only be a break with precedent to return there next year, but also might impose too great a burden on TOA members in that city who would be asked to plan and stage next year's convention, too.

TESMA-TEDA leaders also have advanced the suggestion that both Allied and TOA might do well to stage their conventions consecutively, the first three days to one, the ensuing three days for the other, with the trade show running concurrently through the six-day period. This plan also contemplates Chicago's Conrad Hilton Hotel as the site.

It is just possible that if neither national exhibitor organization saw its way clear to scheduling its 1954 convention in Chicago, the TESMA-TEDA trade show might be held there regardless, or might not be held at all.

Some TESMA-TEDA members have expressed dissatisfaction with the financial arrangements attendant upon the exhibits in conjunction with the national exhibitor conventions. TOA's share of rentals from exhibit booths in Chicago this month, at 50 per cent of the fees for the space, reportedly amounted to $21,500. Some TESMA leaders believe this to be excessive.

Lightman Group

(*Continued from page* 1)

theatre partners in Kentucky," Lightman said. "Theatres have got to live with TV," he said. "With wide-screen and stereophonic sound, no television program can offer what the theatre can. Movies must make bigger pictures. Television is nothing but small movies. It is teaching people to like movies from childhood. Television will be an effective means for us to sell our pictures. We can show scenes right in the home."

Lightman and Mrs. Lightman left here tonight for a European vacation. Producer Lester Cowan will join them in England.

YOU CAN SEE WITHOU

BROAD

HAS

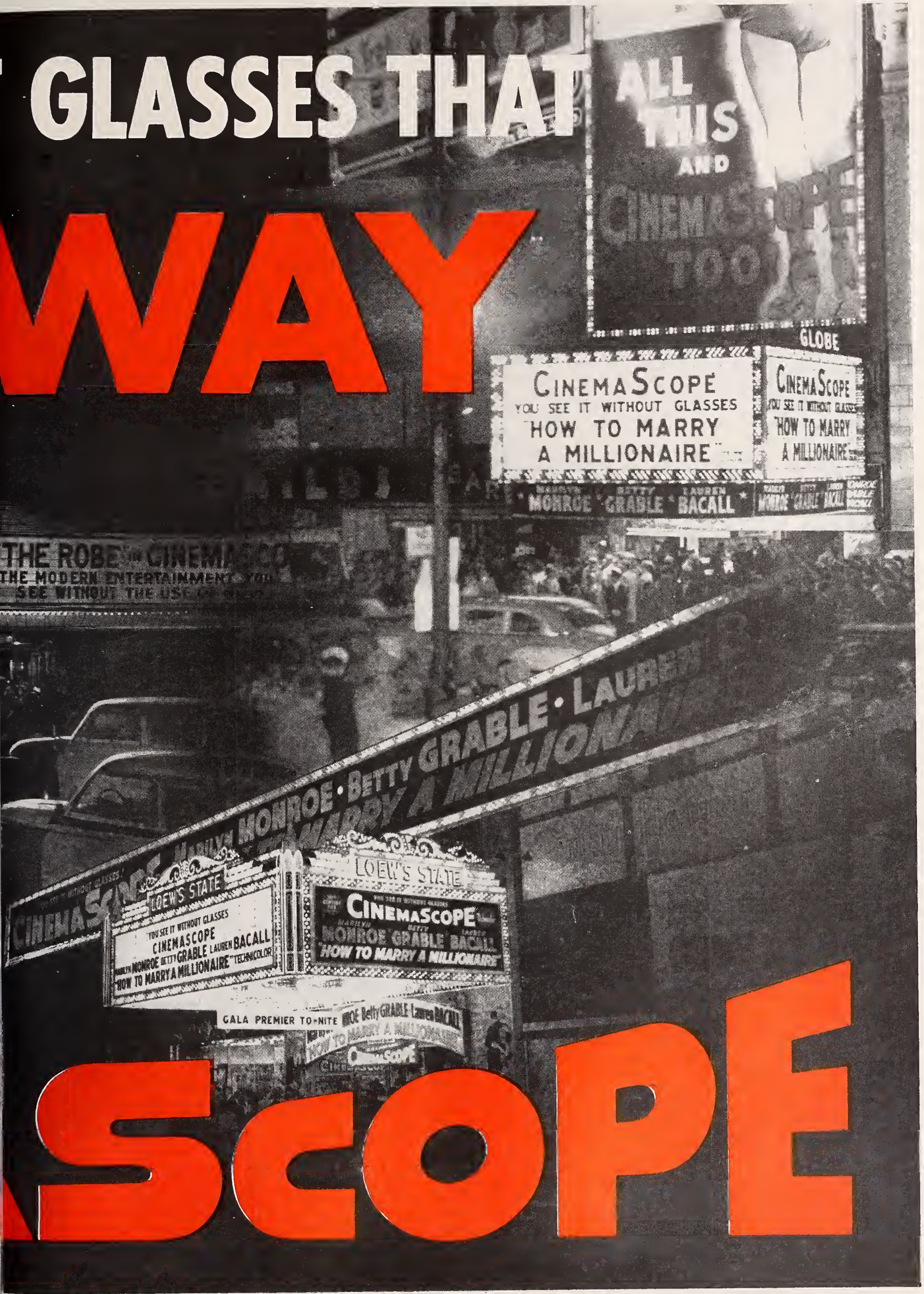


GONE

CINEMA

GLASSES THAT

WAY



SCOPE

List-RKO

(Continued from page 1)

the current offer to acquire 400,000 additional shares, points out that the price of $4.50 is equivalent to a price of at least $4.60 per share in view of the absence of brokerage charge and transfer taxes, and more than that in the case of less than 100-share lots.

List's purchase offer expires Nov. 25. He reserves the right to purchase more than the first 400,000 shares offered.

The new purchase offer revealed for the first time the details of List's purchase of the Hughes' holdings. He paid Hughes $3,372,067.75 cash for 709,909 shares and exchanged 198,500 shares of RKO Pictures Co. stock for another 176,444 shares of RKO Theatres stock. Hughes' remaining 33,667 shares of RKO Theatres went to David Greene, List's associate, who also is a member of the RKO Theatres board.

Control Complete

List personally holds all of the shares he purchased from Hughes except 25,778 shares which were acquired for a company owned by the List family. While the purchase from Hughes was regarded as giving List effective control of RKO Theatres, the acquisition of a minimum 400,000 additional shares eliminates any question of control.

Simons MGM Post

(Continued from page 1)

otherwise represented the company during the ensuing 13 years.

Simons' first connection with the industry came as a theatre manager and advertising man in Paris, Ill., his home town. Following several years of touring the country as producer and director of stage musicals, he returned briefly to exhibition before joining M-G-M at Indianapolis. Subsequently as a booker, salesman and office manager, he served also in Milwaukee and Memphis before coming to New York to join the sales department as editor of "The Distributor," employees' publication, a post he still retains.

Sound Tests

(Continued from page 1)

Allied States convention in Boston in October that the single track sound tests would be tried to answer exhibitor contentions that stereophonic sound was unnecessary to good CinemaScope presentations. Wile lined up the first theatres for the test and was informed by Gehring last week that the single sound track prints would not be available until next spring.

Wile said: "We congratulate both gentlemen for reversing their previous position and assure them that exhibitors all over the country will be eagerly awaiting the results of the tests."

Newport, Ky., Adopts Censorship Measure

LOUISVILLE, Nov. 16.—An ordinance providing for the creation of a five-member city censor board has been adopted by the Newport, Ky., city commission. It provides for fines of not less than $10 or more than $500 and a 30-day jail sentence for exhibitors of films in violation of the ordinance.

Reviews

"The Nebraskan"

(Columbia Pictures)

(3-D)

THE SALABLE POINTS of "The Nebraskan" are 3-D and its beautiful color by Technicolor. Both should be promoted. Ditto the cast, headed by Philip Carey, Wallace Ford, and Roberta Haynes. But the story, by David Lang, is full of arbitrary plot twists.

In the leading role, that of a scout attached to the U.S. Army in 1867, Carey appears to be a new player to build into stardom. Miss Haynes also registers well as a slightly disillusioned dance hall girl, former friend of Carey's, who meets up with him again under life and death circumstances.

These circumstances, comprising the narrative of "The Nebraskan," center around Carey's efforts to get a fair trial for his Indian pal, Maurice Jara, who is accused by the Indians of murdering their chief. The Indians threaten war when the Army refuses to hand over Jara. Later, after Jara is forced to escape from the Army fort by a renegade soldier, both are recaptured by Carey and are caught in an Indian siege. Also caught in the siege are Miss Haynes and her current boy friend, Richard Webb, who happened by on a passing stagecoach. The siege concludes with the uncovering of evidence leading to proof of Jara's innocence.

The action and violence are fairly plentiful. Lee Van Cleef does a good job as the renegade soldier, and so does Wallace Ford as the gregarious proprietor of the stage station where the siege takes place. Fred F. Sears directed and Wallace MacDonald produced, from a screenplay by David Lang and Martin Berkeley. The 3-D photography is good.

Others in the cast are Regis Toomey, Jay Silverheels, Pat Hogan, Dennis Weaver and Boyd "Red" Morgan.

Running time, 68 minutes. General audience classification. November release.

"Flight Nurse"

(Republic)

WITH Joan Leslie and Forrest Tucker in the principal roles, this film is packed with incident which should appeal most strongly to the younger trade. It is the saga of the Army's highflying Florence Nightingales assigned to the Korea-Japan shuttle route.

Although honest in intent, the screenplay by Alan LeMay is overly laden with propaganda of the most primative sort. It's to be admitted that everyone connected with the United Nations effort has done a noble job, but it's something else again to translate that nobility into dramatic terms without outright preachment.

Miss Leslie portrays an eager new flight nurse who arrives in Japan with the principal purpose of locating and marrying her fiance, Arthur Franz, an Army helicopter pilot. Before they have a chance to get together, she flies a couple of trips to the Korean battlefields, and, as a result of seeing the devastating effects of the war on civilians and soldiers alike, begins to have a change of heart toward her job. In the end, after many battle scenes, occasional comedy and one crash landing, she spurns Franz to carry on the cause of the flight nurses.

Tucker is seen as the pilot of the C-47 on which Miss Leslie flies the shuttle route and is second man in her heart. It seems at the fadeout that if any one gets her, he will be the boy. Jeff Donnell is a slightly addle-brained but dedicated nurse who knows duty and marriage can be very incompatible. James Holden, Ben Cooper and Richard Simmons are some of the other service people prominent in the story. Rounding out the footage are many authentic newsreel shots which add to the general excitement. Allan Dwan directed.

Others in the cast are Kristine Miller, Maria Palmer, Richard Simmons James Brown and Hal Baylor.

Running time, 90 minutes. General audience classification. Release date, Nov. 15.

BMI Music

(Continued from page 1)

ASCAP, however, has no field organization, leaving it with no apparent organization to check on music played in theatres.

BMI was described as feeling that theatres should pay as they pay ASCAP for the playing of BMI music, which has grown to a large catalogue.

Broadens Pola-Lite Distribution Area

CHICAGO, Nov. 16. — Charles Cooper, Chicago exhibitor and concessionaire who has been handling the distribution of Pola-Lite 3-D glasses for this area, has also acquired the distribution rights for this product in the Cleveland, Cincinnati and Indianapolis areas.

A demonstration of single-strip 3-D is planned here within the next week or 10 days.

Thailand Business

(Continued from page 1)

being built," Hoontrakul Kosol, chairman of the Hainan Association and China Association, said today at a luncheon in his honor given by Allied Artists, whose interests in Thailand he represents. In the United States for the past two months as guest of the State Department, and as a member of the Commission on Overseas Affairs, the visitor said American pictures are the principal product in his country, from which Russian pictures are barred by law. He said the double feature is unknown in Thailand.

Horwits Joins Lou Smith

HOLLYWOOD, Nov. 16. — Al Horwits, former Universal-International studio publicity director, today disclosed his association with the Lou Smith organization, independent press and public relations counsel, as a partner.

RKO Loans

(Continued from page 1)

agenda will be the company's production plans for next year and its plans to corral outside product for distribution by RKO. Grainger was said to be working out a policy for the studio, defining the projected number of studio productions and the number to be made on the lot by outside producers. It was held highly likely that the number of studio productions next year would be modest, but that the lineup would be bolstered by outside producers releasing through RKO, offering the company a healthy releasing schedule for 1954.

Meanwhile, it was disclosed that the company will begin the new year with nine pictures ready for release, including the Howard Hughes' production, "Jet Pilot," which now is definitely set for release. The nine, which encompass two now in release, include Walt Disney's "Rob Roy," "The French Line," "Son of Sinbad," "Ranger of the North," the latter a tentative title, "Target Earth," and "Carnival Story."

Four million dollars were borrowed from the First National Bank, the National Bank of Commerce, and the Texas National Bank, all of Houston. The 3¾ per cent promissory notes were given to the three Texas banks under a refinancing plan which provided for the payment of a $2,500,000 loan to the Bankers Trust Co., New York. It was not known here whether the projected extension of the new loans would be short-termed or of longer duration.

New Eady N.F.F.C.

(Continued from page 1)

planned now for production next year.

In addition, producers here see the prospect of an expanded market in the United States in consequence of the Hollywood policy of "fewer but bigger pictures."

The Eady Plan has been signed now by the presidents of all four trade associations and sent to the Board of Trade and Chancellor of the Exchequer. The confused status of the voluntary agreement over the past month at least had the effect of familiarizing the government with the perilous position in which many exhibitors find themselves due to the high level of the entertainment tax. In consequence, hopes of relief next April run high and justifiably so with Whitehall higher-ups now on the exhibitor's side.

The bill extending N.F.F.C. for another three years has been given its first reading in Parliament. It contains a provision empowering the corporation to accept shares or debentures in any company to which it has made loans but which cannot repay them without "harmful consequences to British film production."

This may particularly affect British Lion which was granted a £3,000,000 N.F.F.C. loan which the latter states it is not possible "for a program of repayment to be prepared."

James Lawrie, who is resigning as managing director of N.F.F.C., says he does not propose to become a producer himself but has in mind forming a company to give the same sort of service as N.F.F.C. and recruiting other producers to work with his company.



IMAGINE! "QUO VADIS" IN WIDE SCREEN FOR XMAS!

All the Glory and Grandeur of the World's Greatest Spectacle

Even Greater Now in Wide Screen. A Perfect Holiday Attraction!

Imagine! In Wide Screen!
Triumphal return of Roman legions with shackled captives, to the acclaim of hundreds of thousands.

★

Imagine! In Wide Screen!
City of Rome burned to the ground while the tyrant Nero watching, sings and plays his lyre.

★

Imagine! In Wide Screen!
Marcus races in his chariot to rescue Lygia from the flames.

★

Imagine! In Wide Screen!
Mighty giant Ursus wrestles in the arena with a maddened bull, to save Lygia, tied to a stake.

Imagine! In Wide Screen!
The half-crazed Emperor and wicked Empress entertain hundreds with all-night palace feast and orgy.

★

Imagine! In Wide Screen!
Marcus rouses the masses to fury against Nero; the attack on the palace; the death of Nero and the Empress.

★

Imagine! In Wide Screen!
Hundreds of captive Christians driven into the Circus Maximus, to be torn apart by ravenous lions.

SEE YOUR M-G-M BRANCH NOW FOR HOLIDAY BOOKINGS!

Showmen! Get the Big Press Book! A Wonderful Opportunity!

The BEST thing tha

"The Bes

of Our

...The MOST honored

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t Years

Lives"

picture of our time.

Seal 20th-Fox 16mm. Interrogatories

LOS ANGELES, Nov. 16.—Federal Judge Ben Harrison has granted 20th Century-Fox's request that the company's interrogatories in the government's 16mm. anti-trust case be sealed on the grounds that the general dissemination of private trade information might subject the company to "injury, harassment and prejudice." The company is the seventh among 12 defendants to ask that their interrogatories be sealed.

Additionally, Columbia Pictures has been allowed until Dec. 1 to complete answering some unfinished portions of its interrogatory already reported filed and sealed.

New Ampex Firm to Supply Speakers

REDWOOD CITY, Cal., Nov. 16.—Ampex Loudspeaker Co. has been formed as a wholly-owned subsidiary of Ampex Corp. Alexander M. Poniatoff president of the latter company, stated that the new firm's initial output will consist solely of theatrical loudspeakers, to be manufactured in North Hollywood.

Formation of the new company was necessary, said Poniatoff, to fulfill Ampex commitments for the equipping of theatres with multi-directional sound systems used with the new 3-D and wide-screen techniques.

'Sign' Award to 'Lost,' and 'Caesar'

Bing Crosby's "Little Boy Lost," currently in its ninth week at the Rivoli Theatre here, has been named as one of the best pictures of 1953 by the national Catholic monthly, "The Sign."

Announcement of "The Sign's" 1953 award and of the presentation of a scroll to producers William Perlberg and George Seaton in honor of their achievement, will be made in the forthcoming December issue.

Sharing this 12th annual motion picture award with "Little Boy Lost" was M-G-M's "Julius Ceasar."

Para. Gulf Managers In 2-Day Conclave

NEW ORLEANS, Nov. 16.—Management, advertising and the new trends in presentation were the principal subjects treated at a two-day convention attended by 32 managers of Paramount Gulf Theatres.

Optimism was the keynote of the address delivered by Gaston Dureau, Jr., president, while H. G. Plitt, vice-president in charge of operations, conducted a management clinic participated in by all delegates, who represented PGT houses in 22 cities.



Television--Radio

with Pinky Herman

FOR centuries puppets have withstood the onslaught of time's ever-changing types of entertainment, including the modern stage, motion pictures, radio and television. In fact, puppets have even found renewed strength and scope in the latter, Bill Baird's puppets, Howdy Doody, Kukla & Ollie, Charlie McCarthy, Mortimer Snerd, Jerry Mahoney, to mention a few. Thus WNBT will introduce a new innovation starting tomorrow when it will bring into use animated puppets to plug its local shows while the call letters are flashed on the screen. Deal was set by Al Stahl, prexy of Animated Productions, Inc.

☆ ☆ ☆

Production of commercial films by Desilu Productions will get under way with the arrival from Chicago of the division's new manager-director, R. S. Mulford, former radio-TV manager for Russel Seeds Adv. Agency. . . . After five years of research and musical aptitude study, Fred Waring's Music Workshop has come up with a fine children's music study textbook, "Piano Sessions," which one mother describes as "the greatest thing since the invention of canned baby food." . . . James J. Kriegsmann, w.k. Broadway photographer, has penned a ditty with Carroll Coates titled, "Too Much in Love to Care," which has been waxed on Derby records by Steve Gaynor. And keep your eyes on Steve, who can trill with the best.

☆ ☆ ☆

Watching Sid Caesar's hilarious antics Saturday on Max Liebman's NBClassy "Your Show of Shows," it was hard to believe that the comic had just been discharged from the hospital. Sid's "French double talk" routine is without question one of the funniest bits in TV. . . . The sensational rise to stardom of filmdom's M.M. (Merely Magnificent) has been interestingly chronicled by Joe Franklin and Laurie Palmer in their tome, "The Marilyn Monroe Story," published by Rudolph Field Publications. . . . Is MCA-TV planning an "Ed Sullivan" type of TVariety show to be femceed by Hedda Hopper? . . . Ronald Reagan bows into the nite club circuit Dec. 2 when his "R. R. Show" opens an indefinite stay at El Rancho Vegas (Las Vegas). . . . French actress Anne Preville, who'll make her American TV debut next week opposite James Daly in "Foreign Intrigue in Blackmail," was born and educated in California, went to France as a child, was named "Miss France" at the age of 16, naturally was signed for a film career, and in 1939 copped the Rejane prize, annually awarded to the "outstanding young actor in the French film industry."



Sid Caesar

☆ ☆ ☆

About 400 top agency exees, radio and TV personalities and ladies and gentlemen (ah, there, ye scribes) of the Fourth Estate descended en masse at 1150 Sixth (Ave. of the Americas) Ave. Thursday to help producer Walt Framer formally open his spacious, air-cooled offices. . . . That's a WABDandy musical that producer Roger Gerry and director Richard Eckler telecast every Wednesnite at 10 for the USA-USAAF titled "Stars On Parade." With an orchestra composed of men of the Army and Air Force directed by Elliot Lawrence, top-name guest stars and emceed by Bobby Sherwood, this network program is nothing less than a Du Montage of mirth, melody and make-believe. . . . Gordon MacRae has the inside track as male lead for the Todd-AO film version of Rogers & Hammerstein's "Oklahoma." . . . Mike Stokey's "Pantomime Quiz," after six years on the air, will leave Hollywood to originate from New York with the Dec. 1 program. Sponsored by Parliament ciggies (alternate weeks), the series will be telecast live via the Du Mont net and will feature besides Mike Stokey and John Barrymore, Jr., Broadway stars as guest panelists. The Mervyn Framers have struck it rich with their first little big payoff, a baby girl, Beth Ellen, born last Saturday at the Jamaica Hospital.

☆ ☆ ☆

DOTS ALL . . . Nice work if you can get it, and Tom Moore's GOT it. He will originate his "Ladies Fair" across the board daily NBSeries at Winter Haven, Florida, during the winter. . . . Vincent Lopez and his ork will entertain the Shriners at Pittsburgh, Nov. 23, 24, 25, with Enoch Light's band subbing at the Taft Grill.

Drive-ins Delay Spring Convention

DALLAS, Nov. 16.—The spring conference of the International Drive-in Theatre Owners Association has been postponed until completion of construction of the new Statler Hotel here, at which time the entire building will be reserved. Efforts are being made to obtain a TESMA and TEDA equipment trade show in conjunction with the convention.

Complete Plans For St. Louis Conclave

ST. LOUIS, Nov. 16.—Plans for the annual convention of the Motion Picture Theatre Owners of St. Louis, Eastern Missouri and Southern Illinois were outlined at a meeting of the board of directors and convention chairmen held at the Sheraton Hotel.

An attendance of 500 is expected at the convention, which will be held at the Sheraton Dec. 14-15.

Demonstrations of new techniques in 3-D, using one film, and a new theatre television system with RCA equipment are planned.

Speakers will include Walter Reade of New York, newly elected president of the TOA; Alfred Starr of Nashville, and Herman Levy of New Haven, general counsel of the TOA.

Past president Tom Edwards of Farmington, Mo., will serve as toastmaster.

Booths of the "Globe-Democrat" safety campaign and the Red Cross blood donor program will be on display.

B&K Still Undecided On Medium for 'Kate'

CHICAGO, Nov. 16.—Despite persistent rumors that "Kiss Me Kate" will be shown in 3-D at the Chicago Theatre starting Christmas Day, Balaban and Katz executives say that they still are considering whether to present the film in 2-D or in 3-D.

"Julius Caesar" has been booked into the Selwyn Theatre on a two-a-day basis starting Christmas Day at road show prices.

"The Robe" will open Friday in Champaign, Peoria, and Rockford, Ill., and in South Bend, Ind.

Majors Sue Florida Two on Percentage

BARTOW, Fla., Nov. 16.—Six motion picture companies have filed percentage suits in Circuit Court here against James L. and Julia E. Raulerson, operators of two outdoor theatres, seeking damages of $30,000. The identical complaints of the companies cover the period since 1949.

Companies suing are Paramount, Warner, Loew's, RKO Pictures, Columbia and United Artists.

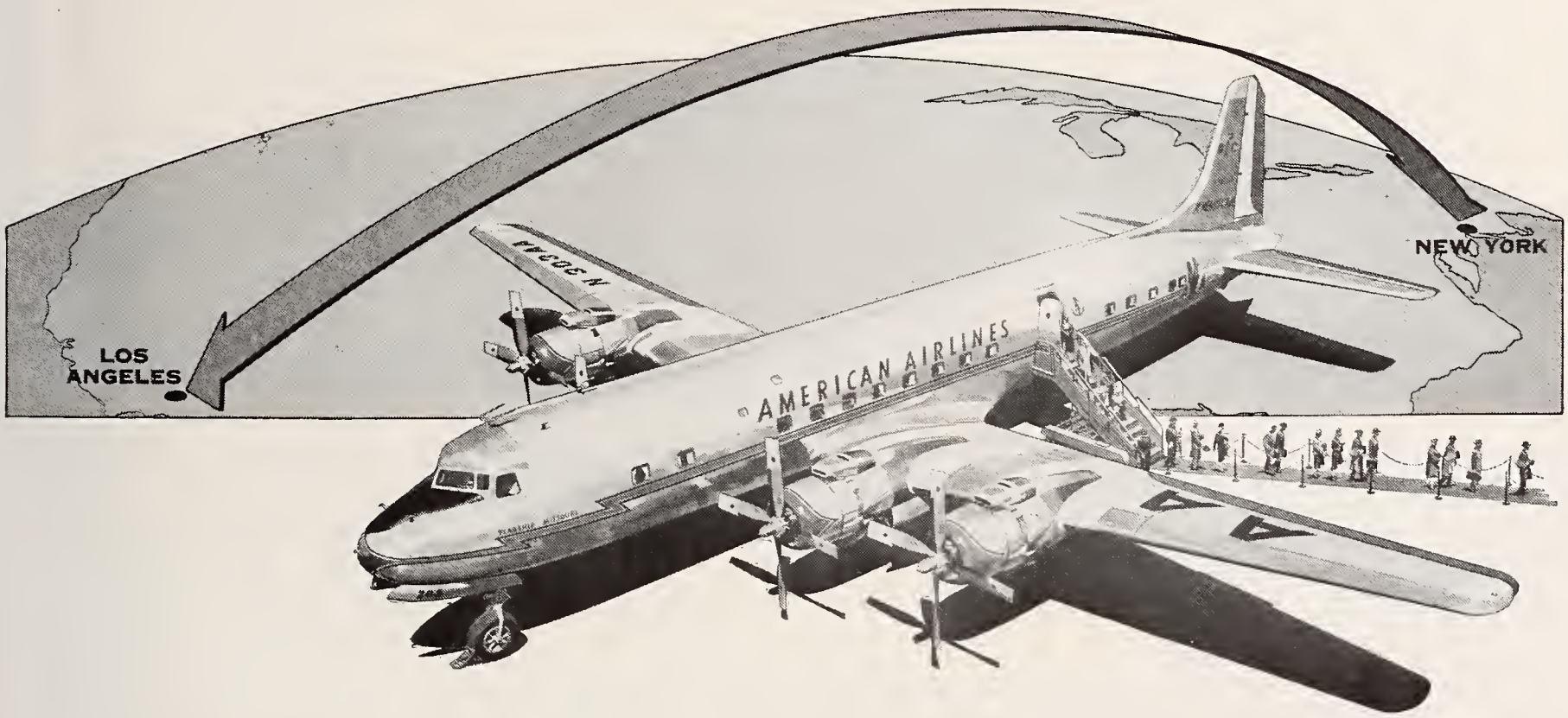
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The only transcontinental service under 8 hours!

THE NONSTOP *Mercury*

FIRST NONSTOP SERVICE COAST TO COAST

Lv. NEW YORK	1:00 P.M. EST	Lv. LOS ANGELES	9:00 A.M. PST
Ar. LOS ANGELES	5:55 P.M. PST	Ar. NEW YORK	7:15 P.M. EST

With the inauguration of its new DC-7 Flagships on November 29, American Airlines now offers NONSTOP MERCURY service—the fastest nonstop service coast-to-coast and the only transcontinental service under 8 hours.

The new DC-7 Flagships are the first aircraft especially designed for transcontinental travel and the only aircraft capable of nonstop coast-to-coast service under 8 hours. Best of all, you can take this premium flight at no extra cost over regular fares. So make your reservations early. Be sure to specify American's NONSTOP MERCURY.

America's Leading Airline **AMERICAN AIRLINES** INC.



INDISCRETION of an American Wife

starring

JENNIFER JONES - MONTGOMERY CLIFT

The first American-Language film from "the world's most romantic director," the greatly gifted

VITTORIO DE SICA



FIRST IN FILM NEWS

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List's Motive

$6,000,000 of Confidence in RKO Theatres

New Controlling Owner Won't Liquidate Houses

Albert A. List, new chairman of the board and controlling stockholder of RKO Theatres, told a press conference here yesterday that he is investing approximately $6,000,000 in the company because of his belief in the long-range prosperity of motion picture theatres and his confidence in the company's "gilt edge" management.

His statement answered two questions on which there has been considerable conjecture since List purchased Howard Hughes' controlling stock interest 10 days ago and offered to purchase a minimum additional 400,000 shares up to Nov. 25 from minority RKO Theatres' stockholders.

The questions were: Does List plan to liquidate RKO Theatres and does he contemplate any significant changes in management?

He said he believes "without qualification that theatres are here to stay and have a sound

(*Continued on page* 4)

Confabs Start on Ill. Allied Group Buying Of Equipment Plan

CHICAGO, Nov. 17.—Talks with equipment manufacturers with regard to the group purchasing project of Allied Theatres of Illinois have started. Several representataives of sound service and projector companies have conferred with Jack Kirsch, president of Illinois Allied, for the

(*Continued on page* 4)

'Robe' into 30 RKO Spots for Holidays

RKO Theatres expects to play "The Robe" in CinemaScope in all of its 30 New York Metropolitan area theatres starting around the year-end holidays, Sol A. Schwartz, president, said yesterday. All of those theatres are equipped for CinemaScope now, he said. This would presuppose close of the run at the Roxy before the holidays.

12 to 14 in CinemaScope From 20th in '54: Zanuck

Twentieth Century-Fox plans to produce from 12 to 14 pictures, all in CinemaScope, next year, Darryl F. Zanuck, 20th-Fox vice-president in charge of production, disclosed here yesterday on his arrival from Europe.



Darryl Zanuck

Zanuck said that although the number of company productions in 1954 would be smaller in comparison to the 33 turned out by the studio in 1952, there would be no comparable decrease in the over-all production cost. He said that because of the size and caliber of the projected 12-to-14 CinemaScope productions, their cost would be approximately 70 to 75 per cent of the total cost of the 33 films produced in 1952, the last year the studio produced solely conventional films.

The 20th-Fox executive said that the company, in order to

(*Continued on page* 7)

Hearten Producers And Independents, Reade Urges MPEF

JACKSONVILLE, Nov. 17.—Encouragement and support of film companies and independent producers who already have announced an imposing list of pictures for the coming year was voiced here today by Walter Reade, Jr., president of the Theatre Owners of America, at the closing day of the convention held by the Motion Picture Exhibitors of Florida at the Roosevelt Hotel.

"Our fear of a shortage of product should be somewhat allayed by the quantity and the quality of upcoming product, despite the fact that some companies have reported a curtailment of product," Reade stated, and

(*Continued on page* 4)

Talk 'Indiscretion' Release Deal Soon

Prints of David O. Selznick's "Indiscretion of an American Wife" are due in New York next week and negotiations for the distribution of the production will get under way shortly thereafter, Selznick said here yesterday. The American language picture was produced in Italy by Vittorio De

(*Continued on page* 4)

More 'Robe' Films Would End Product Shortage: Zanuck

"There would be no product shortage if the industry could make 10 pictures per year and the pictures were the equivalent of 'The Robe,'" Darryl F. Zanuck, 20th Century-Fox vice-president in charge of production, declared here yesterday.

Zanuck drew this parallel when asked to comment on exhibitors' complaints of a product shortage. "I've seen 'The Robe' play seven weeks in a town that never played a picture 10 days before," Zanuck said by way of an example.

"All I know," he stated, "is that when we made a lot of pictures we had difficulty staying in business and no one came to our rescue." Zanuck,

(*Continued on page* 7)

Myers Asks 20th to Halt Restrictions On CinemaScope

WASHINGTON, Nov. 17.—Allied States Association general counsel Abram F. Myers today renewed his organization's demand that 20th Century-Fox "immediately abandon the restrictions it has imposed" on the type of equipment to be used with CinemaScope pictures.

Myers did this in commenting on the company's announcement that it would be ready to make nationwide tests, starting Jan. 15, of CinemaScope prints of "The Robe" with single sound track, rather than with stereophonic sound.

A telegram from 20th-Fox

(*Continued on page* 7)

Johnston to Return To the Near East

WASHINGTON, Nov. 17.—Motion Picture Association of America president Eric A. Johnston will return to the Near East "in the near future" to follow up on his earlier Presidential mission there, the White House announced.

Johnston said he probably would re-

(*Continued on page* 4)

All in Color

WB to Produce 16 Pictures in CinemaScope

Five Already in Work, 9 Others Preparing

HOLLYWOOD, Nov. 17.—Sixteen story properties which Warner Brothers asserts are the most important ever to be presented by that company are being made in CinemaScope in color by either WarnerColor or Technicolor. This was revealed here today by executive producer Jack L. Warner following several days of conferences with Ben Kalmenson, vice-president in charge of distribution.



Jack Warner

"Right now," Warner said, "we are in actual CinemaScope production

(*Continued on page* 6)

Snaper Warns Allied Product Shortage May Hit 'Thousands'

"Whether a product shortage is intentional or not is of little import. The results are the same," Wilbur Snaper, Allied States president, asserts in a bulletin issued to members yesterday in which he warns that "thousands of theatres will find them-

(*Continued on page* 4)

Schwartz Concerned Over Film Shortage

Concern about a product shortage was expressed here yesterday by Sol A. Schwartz, president of RKO Theatres.

Schwartz attributed a slackening in production and releases largely to uncertainties caused by introduction of the new techniques. He expressed the belief that the product supply problem "will be worked out" as technical questions are resolved.

Personal Mention

WALTER READE, president of the Theatre Owners of America, is scheduled to return here today from Jacksonville, Fla.

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SAM SHERMAN, office manager in Atlanta for Universal-International, has been transferred to Cincinnati in the same capacity. He is succeeded in the Atlanta post by RALPH BERQUIST.

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DR. C. E. KENNETH MEES, Eastman Kodak vice-president in charge of research, has received a second Progress Medal from the Royal Photographic Society of Great Britain.

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HAZARD REEVES, president of Cinerama, Inc., was the dinner guest of RODNEY COLLIER, Stanley Theatre manager, in Baltimore.

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GORDON BRADLEY, Paramount Pictures assistant manager in Atlanta, has returned there from New Orleans.

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JOHN PETRAUSKAS, JR., treasurer of Republic Pictures, is the father of a daughter born to MRS. PETRAUSKAS at Mt. Sinai Hospital.

•

JOHNNY GREEN has been named chairman of the music branch of the Academy of Motion Picture Arts and Sciences.

•

BARNEY TARANTUL, partner in the Burnside Theatre, East Hartford, Conn., has left there for Durham, N. C., to recuperate from illness.

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ALEX C. MAILLHO, United Artists branch manager in New Orleans, became a father for the first time when MRS. MAILLHO gave birth to a son.

•

RAY POLLACK, Schine Circuit feature booker in Albany, is recovering from chest injuries received in an automobile accident.

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CHARLES LESTER, Southern district manager for National Screen Service, has returned to Atlanta from Florida.

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DAVID GORDON has resigned as supervisor of Biltmore Theatres, Ltd., Ontario circuit, to enter another field.

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LAWRENCE E. LASKY, partner in E. M. Loew's Theatres, has arrived in Israel from Boston.

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MEL HULLING, Allied Artists district manager in San Francisco, visited last week in Seattle.

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WILLIAM KRAEMER, Schine Circuit chief booker, was in Albany last week from Gloversville.

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EDWIN H. KNOPF, M-G-M producer, has returned to Hollywood from Europe.

•

JOE FAITH, of Faith Theatres, Hartford, has returned there from Europe.

3-D Adds to Realism Of War Film: Crump

The use of 3-D in a war picture offers a sense of realism and intensity which would be difficult to achieve in conventional form, Owen Crump, writer and director of "Cease Fire," said here yesterday.

Crump acknowledged that he began shooting in 3-D when the popularity of that medium was at its height, but expressed satisfaction that the three-dimensional medium was chosen for this Hal Wallis production, to be released by Paramount Pictures. The medium, he stated, conveys "a complete feeling of actuality" of war in Korea.

'No Quarrel' with PCA

The writer-director, commenting on the dialogue deletions requested by the Production Code Administration, said that he had "no quarrel" with the PCA. He said he understood the necessity of the Code and the need for compliance with it. However, Crump maintained that with a picture such as "Cease Fire," an exception should have been made on the objectionable words of "Hell" and "damned," which have now been deleted as requested by the PCA. The deletions, he added, have not impaired the picture.

Crump said the picture chalks up several milestones in the industry, claiming it to be the first feature length non-documentary film to be shot under actual war conditins and the first of its kind to be filmed in 3-D. He will return to Hollywood sometime after the premiere of his film, slated to open at the Criterion next Tuesday.

Dipson to Be Dined By Buffalo V. C.

BUFFALO, Nov. 17.—A testimonial dinner for Nikitas D. Dipson, head of the Dipson circuit, with headquarters in nearby Batavia, will be sponsored by the Variety Club of Buffalo at the Hotel Statler here on Nov. 30. The event will mark Dipson's 40th year in the entertainment industry.

Dave Miller, manager of the Universal-International exchange here, will be dinner chairman. He will be assisted by Myron Gross, of Co-operative Theatres, and Richard T. Kemper, Dipson zone manager.

'Desert' at Sutton Hits $23,402 Gross

"The Living Desert" broke all daily and first week records at the Sutton here, chalking up a tremendous $23,402 in the 575-seater for its first seven days.

Coupled with the "Ben and Me" cartoon, the picture established a new record gross in the 12-year history of the house.

Skouras Adds Shares

WASHINGTON, Nov. 16.—Charles Skouras in October purchased 2,700 shares of National Theatres $1 par common stock, bringing his holdings in the company of which he is president to 45,010 shares, the Securities and Exchange Commission reported.

R. M. Miles Named Controller of 'U'

Raymond M. Miles, assistant controller of Universal Pictures, has been elected controller and assistant treasurer by the board of directors to succeed Eugene F. Walsh who has been elected vice-president and treasurer of the company.



Raymond Miles

Miles joined Universal in 1942. For 22 years prior to that he was in public accounting, the last 17 years of which he was with the firm of Price, Waterhouse and Co. Miles is a New York State certified public accountant and a member of the American Institute of Accountants.

New Posts for Three Eastman Executives

ROCHESTER, N. Y., Nov. 17.—Effective Jan. 1, three Eastman Kodak sales management executives will take on new responsibilities, it was announced here today following a meeting of the board of directors.

At the end of this year, Adolph Stuber will leave as vice-president in charge of Kodak sales and advertising after 41 years with the company. He will continue as a company director. Stuber will be succeeded by James E. McGhee, general sales manager since 1937 and a vice-president since 1945.

Theodore F. Pevear, assistant general sales manager since 1947, will become general sales manager, succeeding McGhee. Edward P. Curtis, vice-president in charge of the company's professional motion picture film sales and of sales and advertising of Kodak European affiliates, has been given the added responsibility of jurisdiction over Rochester export sales to Latin America and the Far East.

Commonwealth Deal With 3 TV Stations

Package deals with three major television stations have been closed by Commonwealth Film and Television, Inc. The stations are WTTG, Washington; WIFE-TV, Dayton, and WXEL, Cleveland. Mort Sackett, president of Commonwealth, who signed the agreements, stated that the deals are for a period of one year each and include cartoons, serials, shorts, features and Westerns.

Educator Named to Ohio Censor Board

COLUMBUS, Nov. 17.—Dr. Wilfred Eberhart, associate professor in the education department of the Ohio State University, has been appointed to the Ohio censor advisory board by Gov. Frank Lausche. Dr. Eberhart succeeds Lee H. B. Malone.

100 Spanish Permits Under A Proposed Two-Year Deal

A two-year proposed film agreement, involving about 100 permits per year for the exhibition of American films in Spain has been offered by the Spanish government, it was disclosed here yesterday following a meeting of the Motion Picture Export Association. The MPEA will meet again on Friday, presumably to decide on the Spanish offer.

The Spanish draft discloses that the Franco government has dropped its insistence of a $500,000 loan from American film companies, which was opposed on the grounds that the $500,000. in effect, would be a subsidy. Under the Spanish proposal, 75 of the permits would go to member companies of the MPEA and 25 to local Spanish distributors for imported American films. The projected agreement would begin in June, 1954. In the meantime, it was disclosed that the Spanish government has offered an interim pact, calling for the issuance of 45 permits to seven MPEA companies who currently operate in Spain.

Universal Ends Suit Vs. Bank of America

WASHINGTON, Nov. 17.—Termination of a suit instituted by Universal Pictures against the Bank of America in 1951 concerning 10 independently produced pictures, was disclosed to the Securities and Exchange Commission here by Universal.

The company reported that the action was ended by a stipulation for dismissal, with prejudice, of all claims of the Bank of America against Universal.

A Universal spokesman here, commenting on the Bank of America suit, said the pictures were all produced between 1946 and 1947 by independents. Under the stipulation, both parties agreed to withdraw their claims and counterclaims. In addition, it was stated, the Bank of America gained full title to the 10 films, which include "The Senator Was Indiscreet," "One Touch of Venus," "Magnificent Doll," "The Countess of Monte Cristo," "Double Life," "Peabody and the Mermaid," and four others.

Palm Springs Has 50 To 75 for Telemeter

HOLLYWOOD, Nov. 17.—Telemeter Corp. has disclosed that Palm Springs, where Telemeter operations are scheduled to begin Nov. 28th, now has about 500 television sets in operation, and between 50 and 75 of these will have been equipped with telemeters by that date, when Paramount's "Forever Female" will be shown simultaneously at Earl Strebe's Plaza Theatre and by TV to Telemeter patrons.

The company estimates that close to 1,000 television sets will be operating in Palm Springs by early 1954, virtually all equipped with telemeters.

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"LET'S TALK THINGS OVER"



A timely report by M-G-M that will pay you to read carefully

There's plenty of business to be done with good product enthusiastically promoted. And we're happy to find that our exhibitor friends go along with us all the way in cooperative teamwork that's getting results.

"VALIANT" WORK!

Take a look at the business being done with our Technicolor adventure spectacle "ALL THE BROTHERS WERE VALIANT." Exhibitors are using these press book angles: 24-sheet cut-out; the 8-foot standee in their lobbies; the big National Prize Contest, 4 all-expenses-paid round-trips to Jamaica; the colored lobby stills; the ticket-selling ads; action-packed fronts; lively lobbies; the powerful TV trailers; selling of the stars Robert Taylor, Stewart Granger, Ann Blyth. Valiant work gets "Valiant" grosses.

BRAVO FOR "BRAVO"!

We urge you to send for the promotion-packed Press Book right now on the powerful color adventure-romance "ESCAPE FROM FORT BRAVO"! The trade reviews are enthusiastic. The "Curtain of Arrows" scene is something the folks will go out and talk about and it's just one spectacular part of this picture, rich in showmanship angles. Plus star-power: William Holden, Eleanor Parker, John Forsythe and a cast of thousands.

"MOGAMBOXOFFICE"!

"MOGAMBO" continues to clean up. We've had a wonderful response from our recent trade paper ad on its promotion. Theatre men are getting every last dime from this great Clark Gable and Ava Gardner showmanship attraction.

"KATE" GREAT IN 3-D!

Many showmen will present "KISS ME KATE" in 3-D at Thanksgiving as a result of its success. M-G-M's big color musical delights the fans and critics state that the famed stage hit is even better on the screen. It's the first quality picture in 3-D.

WIDE-SCREEN "QUO VADIS"!

For Christmas, spectacular "QUO VADIS" in Wide Screen is a NEW, terrific entertainment. Better than ever in the new medium. A Perfect holiday offering.

"EASY" DOES IT!

Read the rave trade press notices. See for yourself M-G-M's Technicolor Super-Musical "EASY TO LOVE" the Esther Williams-Van Johnson-Tony Martin Big Show, filmed in the Lovers' Paradise of Cypress Gardens, Florida. It is the industry's Top Attraction for Christmas and New Years.

YOU AND M-G-M!

Gentlemen, we've got the product. We've only talked about a few of the many. Share our enthusiasm for the promotional possibilities of the Big Pictures we're making. Success is a partnership. Let's work together!

—★—

P. S.* And watch for the next great industry event, M-G-M's First CinemaScope Picture "KNIGHTS OF THE ROUND TABLE" *(In Color Magnificence)

Film Exports Increase 8% In Half Year

WASHINGTON, Nov. 17.—The value of U. S. exports of motion picture-films in the first half of 1953 was about 8 per cent higher than for the first six months of 1952, the Commerce Department reports.

Film chief Nathan D. Golden said the value for the first half of 1953 totaled $14,297,432, compared to $13,229,329 in the first half of 1952. Exports of raw stock, exposed feature film were up, but shipments of projectors were down badly, the department's report pointed out.

Dollar Value Rises

In the exposed film category, the shipments in terms of linear feet were up only slightly, but dollar value was up considerably. Shipments of 35mm. exposed negative feature films were put at 4,481,933 feet, valued at $302,266 this year, compared with 4,403,586 feet valued at $300,078 in the first half last year. Exports of 35mm. positive features were put at 134,361,381 feet, valued at $4,382,627, this year, compared with 134,752,528 feet valued at $3,928,510 last year. Shipment of 16mm. negative features were down in both linear feet and dollar value, but shipments of 16mm. positive were up in both columns.

Total raw stock shipments jumped from 142,444,688 feet, valued at $3,166,601 last year to 163,620,935 feet valued at $3,704,933 this year.

35mm Positive Down

Sharpest gains in the raw stock category were registered by 35mm. negative film, 16mm. positive and negative, and 8mm. negative. Shipments of 35mm. positive were down in terms of linear feet but up in terms of value. Shipments of 8mm. positive raw stock were down in both respects.

Snaper Warns

(*Continued from page* 1)

selves with no merchandise for exhibition purposes."

He also charges that the situation makes it possible for distributors to press for terms and general policies they would not otherwise attempt.

"Extended runs in key situations and CinemaScope have almost cut off the release of pictures in some territories," Snaper asserts. "Conclusions must be drawn of either a deliberate attempt to knock out many theatres or a short-sighted policy on the part of film companies that will eventually break the backs of many exhibitors."

Sees Clearances Involved

The Allied president charges that other effects of the situation include the disruption of clearances "all over" and advises that in certain territories "new releasing methods must be obtained."

"Pressure must be exerted on your local film representatives to obtain a steady flow of product," Snaper advises Allied members. "It may be necessary to take legal steps to insure the availability of pictures."

He advises exhibitors to "be cautious" on CinemaScope and urges 20th Century-Fox to modify its requirements by combining the ideas of seller and buyer to benefit everyone.

$6,000,000 of Confidence

(*Continued from page* 1)

future. I wouldn't sell the theatre short, despite television."

With equal emphasis, List said that RKO Theatres' management, headed by Sol A. Schwartz, president, was "one of the things that attracted" him to the company. "We have 'blue chip' management in other companies with which I am associated," he said, "and we have it here."

Lauds Directors

List added that he "has no intention" of superseding top company executives or of exercising any but the nominal functions of a board chairman. He pointed out that the by-laws of RKO Theatres designate the president as the chief executive officer and added that he has "no intention" of changing the by-laws.

Of his associates on the company's board of directors, List said: "They are all individualists. They will continue to express their own ideas and, if they don't, they will not belong on the board."

In this connection List disclaimed any agreement with David Greene in the nature of a coalition and said no "group policy" existed. Greene has two directors on the RKO Theatres board of six; List having two and management two.

¶ He has formulated no plans for the company, List said, pointing out that he is just now "learning the business with the help of Schwartz."

Replying further to questions concerning liquidation of theatre properties, probably inspired by the fact that List is a trustee of Otis Realty Co. and has liquidated several textile companies which he acquired in the past, the new RKO Theatres board chairman said that disposal of theatres would be limited to the recommendations of management in the case of some "bad spots."

Schwartz stated later that the RKO circuit of 90 theatres has fewer than a half-dozen houses which are losing money and that, solely as a routine business procedure, he might recommend that some of those be dropped.

Explaining his interest in entering the company, List said that the money he used had been invested in low-income producing securities—"like governments"—and that he felt it would do more for him in RKO Theatres.

"I believe it to be a good, long-range investment," he said. "I operate against the trend and I have done well in depression times."

He was acquainted with the situation, having owned nearly 200,000 shares of RKO Pictures stock, which made him second largest individual holder to Hughes. In addition to paying Hughes $3,372,000 cash for his theatre company holdings, List also exchanged all of his picture company stock for additional Hughes' shares in RKO Theatres.

"I am glad to be in the theatre company," List remarked.

Valued at $800,000

The picture company shares he exchanged with Hughes were valued at approximately $800,000, and the minimum of 400,000 shares which he will buy at $4.50, paying the transfer tax, will represent an additional $1,800,000, bringing List's total investment to $6,000,000.

Asked what his purpose was in offering to buy the 400,000 additional shares from RKO Theatres stockholders, in view of the fact that effective control was represented in the block already acquired from Hughes, List said he felt a "moral obligation" to give minority stockholders the opportunity to get out at approximately the same price as did Hughes.

He paid Hughes $4.75 per share. However, stockholders accepting his current offer will not have to pay brokerage fees or transfer tax, which makes his offer to them equivalent to at least $4.60 per share.

Asked if he favored expansion of the RKO circuit, List said that was largely in the hands of lawyers, showing he was aware of restrictions imposed by the RKO divorcement decree.

The interview was held in Schwartz's office with more than 20 trade and daily press representatives present.

Talks Start

(*Continued from page* 1)

purpose of making technical surveys to determine what additional and necessary equipment will be required for the proper installation of wide-screen and stereophonic equipment.

RCA, Altec, Motiograph and Ballantyne representatives who attended a meeting expressed their willingness to cooperate with the committee in making these surveys and willingly offered the services of their technical staffs for consultation by the Allied committee on any questions relating to wide-screen and stereo sound problems.

A uniform survey form is now being prepared by Jack Clark, chairman of the Allied equipment committee, for use by the engineers of these sound service and projection equipment firms in making the surveys of Allied member theatres.

More than half of Illinois Allied members, according to Kirsch, have already returned questionnaires to the committee indicating their interest in these surveys and requesting the committee to make the earliest appointments possible to complete the wide-screen and stereo sound surveys of individual houses.

'Indiscretion' Deal

(*Continued from page* 1)

Sica and stars Jennifer Jones and Montgomery Clift.

Frank I. Davis, president of Selznick Releasing Organization, planes to New York this week from Hollywood for distribution huddles with four major companies on "Indiscretion." The picture, marking De Sica's initial English language film, will probably get a late January release through a major distributor.

Selznick said no deal had been closed for the release of some of his product backlog to television but that discussions were in progress.

Walter Reade

(*Continued from page* 1)

added: "It is up to us to give the little fellow in production a break, who, in turn, is more likely to lay his money on the line to keep good entertainment on our screens."

Regarding new developments in the industry, Reade declared: "Regardless of whether you approve or disapprove of CinemaScope, wide-screen, 3-D or Cinerama, we must not lose sight of the tremendous boost these innovations have given to our industry."

Rev. Paul Carpenter of Orlando, Fla., outlined the work of the Florida Association of Drive-in Church Services, Inc., reporting that there are now 13 drive-in church services now being conducted in the state.

Nat Williams, of Thomasville, Ga., cautioned exhibitors, especially the small theatre operators, to exercise extreme care and to proceed slowly before investing money in new equipment that may become outmoded in the near future.

Elections Held

Elected at the afternoon session were: President, Horace Denning, Jacksonville; vice-presidents, Guy Kenimer, Jacksonville; Jimmie Biddle, Jasper; Jerry Gold, Pahokee, and Sonny Shepherd, Miami; secretary, Arv Rothschild, Jacksonville; treasurer, B. B. Garner, Lakeland; chairman of board, Bill Cumbaa, Leesburg. Approximately 300 theatre executives and their wives attended the convention.

The next TOA unit convention will be that of the Theatre Owners of North and South Carolina, at the Hotel Charlotte, Charlotte, N. C., Nov. 22-24. E. D. Martin of Columbus, Ga., will be the keynote speaker.

Johnston to Return

(*Continued from page* 1)

turn early next year, perhaps in February, and expected that the trip would take no more than two to three weeks.

The announcement came after Johnston and Secretary of State Dulles reported to President Eisenhower this morning on Johnston's earlier accomplishments in the Near East, where he went as Eisenhower's personal emissary to try and induce Israel and Arab countries to study a U.N. plan for unified development of the Jordan River Valley.

No More Absentee Ownership for RKO

Albert A. List, new board chairman of RKO Theatres, indicated yesterday he will take an active interest in the company and will be continuously available for consultation with management.

Said Sol Schwartz, president: "It will be a new experience to have the owner of a large block of stock in the company available to management."

Schwartz's reference was to the well known difficulty of establishing contact with Howard Hughes, from whom List bought the theatre company stock.

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In the THEATRE Equipment World . . .

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AS protection for drive-in operators against the theft of in-car speakers, Dawo Corp., Toledo, has made speakers in its line available with the name of the drive-in cast in the case. The name-lettering appears clearly at the top of the metal housing so that it is obvious at a glance that the equipment, when not in the hands of someone connected with the theatre, has been stolen. Being cast into the housing instead of being merely a plate screwed in it makes the name identification permanent. In addition, the lettering is so cast into the metal that to multilate it beyond recognition would entail considerable labor and damage to the housing.

•

Creation of a New Products Division of the Glowmeter Corp., North Tonawanda, N. Y., to handle sales of its "Magniglow" screens and to serve the special needs of customers using them has been announced by William B. Russell, vice-president in charge of sales for Glowmeter. "Magniglow" screens include the "Astrolite" for "all-purpose" projection in theatres, the "Telefire" model for theatre television, and the "Skyfire" for outdoor theatres. Named to head the new division is Lloyd D. Washburn, who will coordinate all activities of Glowmeter with companies seeking reflective surfaces for new and special applications.

•

A screen of vinyl plastic, with invisible seams, has been marketed by J. E. Robin, Inc., East Orange, N. J. A novel no-sag suspension system eliminates buckling and sagging, the announcement states, and a plastic welding process, developed by Max Schumann, German screen specialist, is said to make seams invisible even under bright light.

•

The Maier-Lavaty Co., Chicago, manufacturers of uniforms, has announced that it is now in full operation at its new plant located at 315 South Peoria St. The company was routed from its long-time quarters on Lincoln Ave. by fire in Dec., 1952, and in its new quarters has consolidated on one huge floor operations formerly conducted on four floors.

•

A new flashlight designed to throw either a concentrated spotlight beam for long range use or a diffused floodlight beam for close range—all with a single flick of the switch—has been announced by the National Carbon Co., manufacturers of "Eveready" flashlights and batteries. Known as the Eveready No. 7253 "Spot-Flood Flashlight," the new model makes use of a new double-filament lamp, which is similar in principle to that used in automobile headlamps. If one of the two filaments burns out, the other is always available for immediate use in an emergency, the company points out.

Reviews

"Prisoners of the Casbah"

(Columbia)

THERE IS AN AUDIENCE at all times for a color in Technicolor tale about love and intrigue involving a pretty princess, Gloria Grahame; a dashing, but dashing, captain of the guard, Turhan Bey, and the inevitable villain, Cesar Romero. All marquee names. Sam Katzman produced; Richard Bare directed, and William Raynor wrote the original story, from which DeVallon Scott wrote the screenplay.

During the swashbuckling action, Miss Grahame is constantly at odds with Bey and vice versa, but actually they love each other and the rounds of fights and arguments lead only to happy romance. It seems that Romero has two ambitions: to marry Miss Grahame, and to ascend to the throne even if it means removing Miss Grahame's father. As Romero proceeds with his villainy there emerge continued outbreaks of swordplay and wild rides on the desert sands. Bey, and Miss Grahame in disguise, take refuge in the Casbah where the former plots his strategy to strike back at Romero and his henchmen. The climax sees justice done and love triumphing.

Others in the cast are Nestor Paiva, Paul E. Newlan, Lucille Barkley, Philip Van Zandt, Frank Richards, John Parrish, Wade Crosby, Gloria Saunders, Eddy Fields, Mimi Borrel, Willetta Smith, Nelson Leigh, Ray Singer, John Marshall and John Mansfield.

Running time, 78 minutes. General audience classification. November release.

"Tumbleweed"

(Universal-International) *Hollywood, Nov.* 17

A LOT of action is packed into this Western in which Audie Murphy, Lori Nelson and Chill Wills are featured. It is a tale of the wagon train era of the old West and interest and suspense are sustained. Murphy hardly has time to draw a deep breath as the wagon train guard whose attempt to talk attacking Indians out of raiding the train is mistaken for desertion by the survivors. To prove himself innocent, he dares mob vengeance, thirst, reprisals and frequent fistic encounters. In striking color by Technicolor, the film moves steadily and is kept well away from routine.

Ross Hunter and Nathan Juran, producer and director, respectively, are said to have been determined to keep the picture out of doors, where Westerns belong, and they appear to have been about 90 per cent successful, since indoor scenes (a jail, principally) are in happy minority. The screenplay, written for out-door requirements, is by John Meredith Lucas and is from the novel "Three Were Renegades," by Kenneth Perkins.

Additionally, the cast includes Roy Roberts, Russell Johnson, K. T. Stevens, Madge Meredith, Lee Van Cleef, I. Stanford Jolley, Ross Elliott, Ralph Moody, Eugene Iglesias, Phil Chambers, Lyle Talbot, King Donovan and Harry Harvey.

Running time, 78 minutes. General audience classification. For December release.

"Queen of Sheba"

(Pizor-Luber)

AN Italian film with English dubbing, this Biblical film is given a sort of "Western treatment." With spectacle elements that always prove popular, the picture booms with battles and is crowded with scantily-clad maidens. The story, however, has been conceived in routine fashion. Leonora Ruffo is cast in the title role and Gene Leurini is the dashing, fighting lover.

In a liberty-taking mood, the screenplay has King Solomon send his son, Leurini, on a spy mission to Sheba. Regrettably, he falls in love with the shapely queen and tries to prevent a war. What follows are a series of court intrigues and counter-intrigues. The picture reaches a climax when Sheba, inflamed because she thinks her lover betrayed her, leads an army in assault against Jerusalem. This leads to some colossal battle scenes involving hundreds of extras. Love eventually triumphs but not before Solomon's son metes out to the villain the fate he deserves.

The screenplay was prepared by four writers, Raoul De Sarro, Pietro Francisci, Nino Novarese and Giorgio Graziosi. It was produced by Mario Francisci and directed by Pietro Francisci. Distribution here is being handled by William M. Pizor and Bernard Luber.

Others in the cast are Gino Cervi, Marina Berti, Franco Silva, Mario Ferrari, Isa Pola, Nita Dover, Umberta Silvestra, Dorian Gray, Franca Tamantini and Fulvia Mamni.

Running time, 111 minutes. General audience classification. November release.

Roy Bogan Shot

CHICAGO, Nov. 17.—Roy Bogan, assistant manager of the RKO Grand here, is recovering at St. Luke's Hospital from a gunshot wound suffered in an attempted holdup of the theatre. Bogan, who had relieved the cashier, was confronted by the gunman, who demanded that he turn over the money in the box office. When Bogan refused to do so, the gunman threatened to shoot him and Bogan said "go ahead," whereupon the man fired and ran.

Dividends at $1,244,000

WASHINGTON, Nov. 17.—Publicly-reported cash dividends by film companies amounted to $1,244,000 in October, compared to $2,894,000 in the same 1952 month, the Commerce Department reported. It said the major part of the drop was accounted for by the fact that Warner Brothers did not pay in October this year more than $1,000,000 of dividends paid last October.

Warners paid a dividend in November.

16 from WB

(Continued from page 1)

with five of our biggest pictures." He listed them as follows:

"A Star Is Born," starring Judy Garland, James Mason, Jack Carson and Charles Bickford, produced by Sid Luft and directed by George Cukor from a screenplay by Moss Hart, with songs by Harold Arlen and Ira Gershwin; "The High and the Mighty," Ernest K. Gann's novel, starring John Wayne, produced by Robert Fellows with William A. Wellman directing the Wayne-Fellows production; "Lucky Me," starring Doris Day, Robert Cummings and Phil Silvers, produced by Henry Blanke and directed by Jack Donohue, with an original score by Sammy Fain and Paul Francis Webster; "The Talisman," starring George Sanders and Rex Harrison, with Henry Blanke producing and David Butler directing, and "Ring of Fear," starring Clyde Beatty and his three-ring circus, Mickey Spillane and Pat O'Brien, with Robert Fellows producing and James Edward Grant directing this Wayne-Fellows production.

Eleven to Follow

"In preparation and being readied to follow," Warner continued, "we have 11 equally important productions." They are:

"Battle Cry," from the Leon Uris novel, to be produced by Henry Blanke and directed by Raoul Walsh; "East of Eden," based on John Steinbeck's best-seller, to be produced and directed by Elia Kazan; "Mr. Roberts," a Joshua Logan-Leland Hayward production based on the play by Thomas Heggen and Joshua Logan; "Helen of Troy," based on the Homeric legends, to be directed by Robert Wise and to be made in Rome; "Giant," George Stevens' production of Edna Ferber's novel, to be directed and produced by George Stevens in association with Henry Ginsberg; "Land of the Pharaohs," to be produced and directed by Howard Hawks from a story being developed as a novel and screenplay by William Faulkner.

'Silver Chalice' Scheduled

Also, "The Silver Chalice," Thomas B. Costain's novel, to be produced and directed by Victor Saville; "Daniel and the Woman of Babylon," story of the Biblical hero; "Sea Chase," starring John Wayne, with John Farrow directing; "The Miracle," from the theatrical production presented by Max Reinhardt; "Moby Dick," the Herman Melville sea story, to star Gregory Peck and to be produced and directed by John Huston.

"First of all the CinemaScope productions by Warner Brothers to reach the screen," Warner said, "will be 'The Command,' which is presently being scored by Dimitri Tiomkin and is pointed to an early February release." Starring Guy Madison, Joan Weldon and James Whitmore, "The Command" is from James Warner Bellah's "Saturday Evening Post" story. David Weisbart produced with David Butler directing.

Academy Night on NBC

HOLLYWOOD, Nov. 17. — The Academy of Motion Picture Arts and Sciences and NBC jointly will present the 26th annual Academy Awards or the NBC radio and television networks in March.

Some Film Deliveries Halted in Wisconsin

MILWAUKEE, Nov. 17. — Delivery of films has been halted in some parts of Wisconsin as a result of an express strike here. Many areas are being served by buses, while other exhibitors beyond the bus-service area are picking up films themselves at the terminal point of the truck or business service.

Myers Asks

(*Continued from page* 1)

president Spyros Skouras, released by Myers, said that W. C. Gehring, assistant general sales manager, had "conveyed to Robert Wile, secretary of the Independent Theatre Owners of Ohio, some erroneous information he had received as to the technical difficulties involved in supplying a single track sound system" for tests of "The Robe." Skouras said there had been technical difficulties in making such a sound track, but that he could now say single sound track prints would be available for test engagements in each exchange area beginning Jan. 15 and thereafter.

Skouras concluded that he was fighting with all his resources to help keep small theatres open "because the existence of my company, and, in fact, the future of the entire industry depends upon them."

Calls for Quick Action

Urging all regional organizations to get to work at once to arrange for these tests, Myers added that the Skouras telegram still did not solve the problem for the exhibitor who could not install CinemaScope equipment as specified by Fox, either because he operated a drive-in or because his theatre was not architecturally compatible with such an installation or because he had installed a new and expensive screen of a type not approved by Fox or simply because he could not stand the expense.

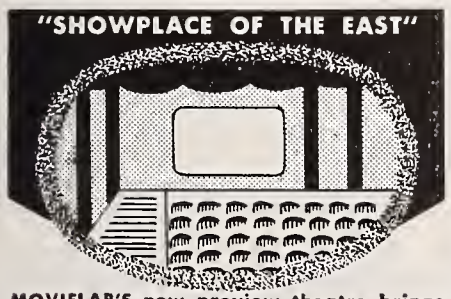
"In order to give effect to the laudable purpose expressed in the concluding paragraph of Mr. Skouras' telegram," Myers said, "Fox should immediately abandon the restrictions which it has imposed upon exhibitors with respect to the kind of equipment that shall be used in connection with its CinemaScope pictures, supply one-track prints for those who cannot afford or do not choose to install stereophonic sound, and furnish conventional prints to those theatres and drive-ins that cannot use CinemaScope prints."

Myers predicted that if Fox did these things, Skouras "will become, overnight, the exhibitors' hero, and the monetary rewards to his company will be great."

Myers also revealed that Col. H. A. Cole, Texas exhibitor, had offered the use of his theatre in Bonham for a test showing of "The Robe" on a normal screen, without anamorphic lenses or stereophonic sound.

Quotes Cole Letter

He quoted a letter written to Skouras by Cole on Nov. 13, in which Cole stressed that some 15,000 of the 18,000 U.S. theatres "are in one Hell of a spot if Mr. Gehring's pessimistic prophecy comes true." Cole emphasized the difficulties these smaller theatres already have in getting feature films and said the situation would be sharply aggravated if a large number of films were in the future made available only in the full CinemaScope treatment.



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12 to 14 in CinemaScope

(*Continued from page* 1)

carry itself over the transition period, will have 10 pictures in conventional form, all made by Panoramic Productions, five of which have been completed and five are to be made. He said 20th-Fox has made no other future plans regarding the production and release of conventional films.

Zanuck, back here from two months on the Continent and in England, said that he was "amazed" at the eagerness of exhibitors abroad to get in line for CinemaScope projection. He pointed out that European exhibitors embraced the new method of exhibition without the competition of home television. Underlining the popularity and adaptability of CinemaScope abroad, Zanuck disclosed that "The Robe," beginning with its London premiere tomorrow night, will open in 34 situations around the globe between now until Jan. 1954.

"How to Marry A Millionaire," Zanuck said, answered a lot of questions regarding the adaptability of the CinemaScope medium. He said each subsequent CinemaScope release will prove the value of the medium for every type of picture. Again he predicted the standardization of production to CinemaScope, claiming that once the public has seen 10 or 12 CinemaScope productions, it will no longer be satisfied with a "pinched" screen.

The total gross of "The Robe," now playing in 114 theatres in the U. S., was $9,100,000 as of last Sunday night, he said. As to the equipping phase, Zanuck said that 847 screens and 1,589 lenses for CinemaScope production are now in the theatres in this country. Regarding production, 10 CinemaScope films already have been completed and the 11th is now in production. The 12-to-14 slated for production next year, he added, will all be in Eastman color and processed with color by Technicolor.

The 20th-Fox production head said that "we haven't yet released what we consider" the best CinemaScope photographic qualities, adding that "12-Mile Reef" will be the "first exterior picture" in CinemaScope. It will open at the Roxy, he said, on Dec. 15. "Night People," Zanuck added, which he edited while in Europe, will show the advantages of CinemaScope to a story which consists mainly of interior sets and which highlights the activities of only three or four characters.

He maintained that the decrease in the number of pictures to be produced next year will not materially affect employment at the studio, although there may be some changes in the number employed in various departments.

While in Europe, he said, he had negotiated a number of deals for the use of CinemaScope with European and American producers. Zanuck said that he also made a survey of location facilities for "Desiree" and set plans to start shooting on "The Egyptian" in Cairo on Dec. 11. He was scheduled to leave here for the Coast by plane last night.

Freedgood Engaged As UA Researcher

Mort Freedgood, author and specialist in the history of the motion picture industry, has been engaged by United Artists to head a research project which will collect data relating to the history of UA since its founding on April 17, 1919. The material thus gathered will be used by the company in the forthcoming year-long celebration of its 35th anniversary.

Cinerama in Boston Starting on Jan. 1

BOSTON, Nov. 17.—Cinerama will be presented here starting Jan. 1 at the RKO Boston Theatre in accordance with an agreement signed in New York by RKO Theatres and Stanley Warner. The deal is for one year, with two two-year options.

The 2-867-seat Boston Theatre will be closed on Monday for the installation of Cinerama equipment, which will reduce the capacity of the house to 1,500. There will be two shows a day, on a reserved-seat basis, with three shows on Saturdays, Sundays and holidays.

New Firm Set for Music Promotion

Music Promotions, Inc., has been formed by Lyle Kenyon Engel, pioneer in the field of using music to promote motion pictures. The new organization, said Engel, is not limiting its activities to the film industry alone, but has already undertaken campaigns for the NBC-TV network show "Today" and the "Woman's Home Companion."

Gets Cinerama Ad Post

DETROIT, Nov. 17.—William H. Green has been named by Michigan Cinerama Corp., successor to Detroit Cinerama Corp., to be advertising manager for "This Is Cinerama," now playing at the Music Hall. Green has been handling publicity and promotion for the show.

Industry Criticized, But Donates $495,815

HOLLYWOOD, Nov. 17.—On the same day that Los Angeles' mayor Norris Poulson chose to denounce the Hollywood coordinating committee for providing "risque" entertainment at the city reception for the King and Queen of Greece who later described the program as "lovely," the Los Angeles community chest was gratefully acknowledging receipt of $495,815 from the Hollywood industry's Permanent Charities Committee as the first payment on its annual donation to the Community Chest.

'Robe,' Zanuck

(*Continued from page* 1)

declaring that he was in favor of maintaining a healthy situation for all branches of the industry, said that he was not sure any one branch of the industry, referring to exhibition, knows what is best for the business.

The 20th-Fox production head, declining to state whether 20th-Fox would release CinemaScope films with a one-track sound system, said that the stereophonic sound system now incorporated in CinemaScope films adds to the illusion of depth.

European Premiere Of 'Robe' Thursday

Twentieth Century-Fox's "The Robe" will have its European premiere at London's Odeon Leicester Square Theatre tomorrow evening before a celebrity and royalty-packed audience of 2,000 from all parts of England.

Church, State Represented

Among the titled and distinguished British personalities to be invited are the Archdeacon of London; the Archdeacons of Hampstead and Hackney; Sir David Eccles, M.P.; Tom O'Brien, M.P.; Joynson Hicks, M.P.; Glenvil Hall, M.P.; Duncan Sandys, M.P.; Archbishop Athenagoras; Viscount Allendale; Anthony Asquith; Lord John Hope; Lord Henderson; Mrs. G. Lloyd George, and Lord Drogheda.



COMPARE THE FARE AND YOU'LL GO BY AIR

Industry Executives And Top Talent to Aid UJA Benefit

Top ranking executives of the industry, as well as stars of the entertainment world will participate again this year in the United Jewish Appeal's 20th annual "Night of Stars" show for refugee relief and Israel resettlement. To be held Monday at Madison Square Garden, the show will feature top talent from the screen, stage, radio and television.

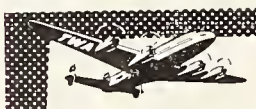
Among the industry executives who are supporting the benefit are: Barney Balaban, Nate J. Blumberg, Jack Cohn, Albert Warner, Nicholas M. Schenck and Spyros Skouras, all honorary chairmen; Arthur Knorr, James Sauter. Marvin H. Schenck, Louis K. Sidney, Ed Sullivan and Robert M. Weitman, co-chairmen; Bernard Straus, vice-chairman, and Edward Gilbert, chairman of the youth division.

Joyce, Gross Form New Publicity Firm

HOLLYWOOD, Nov. 17.—J. & G. Enterprises has been formed here by Al Joyce and Mickey Gross offering a service in exploitation, publicity, public relations and personal management. Joyce formerly was publicity director for Gross-Krasne and United Television Programs, while Gross recently resigned as director of publicity for Republic studios to handle Rex Allen.

New 'Moon' Delay

A two-week delay has been ordered in the "Moon Is Blue" case in Jersey City. Hearings were slated for Monday in Magistrate's Court on the police department's action against the Stanley Theatre there and its manager, Bernard J. Manfredonia for showing the film. The city charges violation of an ordinance prohibiting the exhibition of morally objectionable productions.



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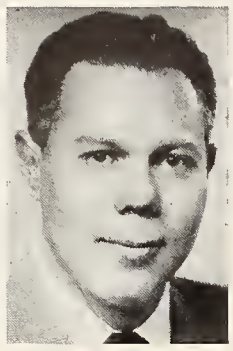
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ACROSS THE U.S. AND OVERSEAS...
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Asides & Interludes

—by James Cunningham

THE BOARD OF DIRECTORS of the Theatre Owners of America elected a new president, the other day, a New Jerseyite named Walter Reade, age 37—the youngest head of a national exhibitor association known to this centurian. Walter Reade, Jr., is as soft-spoken in the conduct of Walter Reade Theatres, Inc., as his late founder-dad was boisterous. His outfit owns and operates some 40 conventional and drive-in theatres in New York and New Jersey. Bear in mind, please, Walter was elected TOA head, we are not electioneering, merely thought you would like to know a little background about the guy.



Walter Reade

Reade and Harriet Sager Reade have two problems: both daughters. They live at Navesink River Road, at Red Bank, N. J. (And let not Senator McCarthy become suspicious of Red Bank, begorrah). Anyway, Reade, besides 40 theatres, operates a catering department, Refresheries (trade mark registered) in all Reade theatres, plus several restaurants and concessions at amusement parks and race tracks, plus TV station WRTV, at Asbury Park, plus a Motel at Saratoga Springs, plus, and we quote a spokesman, "ownership of real estate and business locations in every community where theatres are located." We assume that Walter's outfit owns real estate, etc., in every community where it has theatres, and not, as the spokesman said, "in every community where theatres are located."

Walter is a licensed private pilot and flies his own plane around the circuit, which is not too good for the guys who are supposed to be on deck when they are supposed to be on deck. Tip-off to prospective hosts to a visiting TOA national president: He fishes and tennises, and likes to talk about the "community" type of theatre which is without marquee and conventional theatre front and is set back from the sidewalk on landscaped lawns, like the Roxy, and Music Hall, and the State Lake, aren't.

☆ ☆ ☆

Listen, here, Mr. Exhibitor, you're constantly criticizing Hollywood about your trials and tribulations, your aches and your pains. Have you, Mr. Exhibitor, ever realized that Hollywood, too, has its aches and pains, endured in delivering product to you?

Can any of your exhibitor bulletins complaining about the life we live compare with this tragic note from United Artists home office?

"HOLLYWOOD—Anthony Quinn's career as the rough, tough Mickey Spillane hero of 'The Long Wait' can't be halted until the United Artists film is completed, but Director Victor Saville has at least found a way to minimize his casualties.

"A leading Hollywood chiropractor, Dr. Elsie McCoy, has been employed as staff physio-therapist to give immediate adjustments to the more than a score of men and women whom Quinn knocks down, tramples, kicks, gouges and arm-twists in the course of his portrayal.

"By this means, Saville hopes both to allay the pain of Quinn's numerous victims and also to facilitate the course of production that might otherwise be hampered by the injuries Quinn inflicts.

"In Quinn's defense, it is noticeable that after each such maltreatment of a fellow player while the camera turns, Quinn is first to pick up his victim and to inquire solicitously about his condition."

Well, we're happy to know that out in the land of trampling, and kicking, and gouging, and arm-twisting, they pick up their victims and inquire solicitously about their condition.

☆ ☆ ☆

The News Desk received a complaint, the other day—'twas a severe kick—from "Parade" magazine.

"Parade" magazine entered the picture by way of a press release announcing: "They Sold Me Like A Can Of Tomatoes," Jane Russell Asserts in "Parade."

Says "Parade," in its "immediate release" to the press of the world. "Sultry brunette Jane Russell of "The Outlaw" fame ISN'T *just sex personified—the public has her all wrong.*

"'They sold me like a can of tomatoes,' she declares in the first installment of an exclusive two-part feature in the November 15 *issue of 'Parade,' syndicated Sunday magazine. 'They put the sex label on me so they'd sell more tomatoes than anybody else, but maybe the public will forget my bosom—people are beginning to talk about my singing and dancing in 'Gentlemen Prefer Blondes' and 'The French Line.'*

"Signed by Howard Hughes for 'The Outlaw' when she was nineteen, Jane worked nine months making the picture and spent three years doing publicity for it. 'They took pictures of me from every angle, most of them looking clear down my neck' commented the dark-haired beauty. 'I hated it, but nineteen year-old kids don't say 'no' to people like Howard Hughes or Russell Birdwell.'

"'I couldn't have been grecner,' she recalls. 'Whenever they asked me to bend over and pick up an apple or something, I went along with the gag.'"

Amen

National Pre-Selling

"WHY, there's a wench! Come on and kiss me, Kate"—wrote Shakespeare to end his rowdy romp, "The Taming of the Shrew." The line gave composer Cole Porter and writers Sam and Bella Spewack the title and the idea for one of America's most popular musical comedies. "On the screen, 'Kiss Me Kate' keeps the style that made it a nationwide success in the theatre: an adroit mixing of slapstick comedy with sophisticated wit," reports "Look" in the current issue.

"'Kiss Me Kate' is a happy adaptation of a stage success which united Cole Porter music with Shakespearean frolic."

•

"The Beggar's Opera," reports Phil Hartung in the November issue of "Woman's Home Companion," "is a handsome movie version of John Gay's lusty eighteenth-century musical play. Laurence Olivier, and Dorothy Futin star."

"The Fugitive" is also reviewed in the same issue.

•

"The French Line's" star, Jane Russell's profile appears in the Nov. 22 issue of "Parade." Speaking of her children, Jane says, "I adopted my little daughter, Tracey, here in the States. She was born on my own birthday, June 21, in 1951. I got her when she was six days old.

"But when I tried to get a two-year-old boy to be company for her, all I got was stalling and mish-mash. They said I couldn't adopt another child while Tracey was so young. So I went on a pilgrimage to Europe to find a son—quick.

"While I was in England, I got about ten letters from people who heard I wanted a boy. That's how I got Thomas."

•

"Take the High Ground" is advertised on the table of contents page in "McCall's" November issue.

•

Ed Miller wrote an interesting biography of Anthony Perkins who is co-starred in "The Actress." It appears in the November issue of "Seventeen." Anthony's father, Osgood Perkins, an important stage actor, died when Anthony was five. Osgood Perkins played the boss of a gang of criminals in "Scarface."

"The Actress" is Anthony's first motion picture. He previously played in summer stock.

•

Ruth Harbert reports the individual mental reactions of seven Hollywood child stars during Christmas time in "Good Housekeeping's" December issue.

Ruth says, "Everywhere the feast of Christmas centers in the home. And Hollywood is no exception. Child stars, like other small boys and girls, excitedly await the big day. And Christmas with the young stars is very much like Christmas in the home of other families across this nation."

•

"Miss Sadie Thompson's" star, Rita Hayworth, is the cover girl on "Quick's" Nov. 25 issue. In addition, five pages are devoted to a story on "Miss Sadie Thompson" and a profile of Rita Hayworth in the same issue.

WALTER HAAS



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**Except, of course, the fan magazines.*

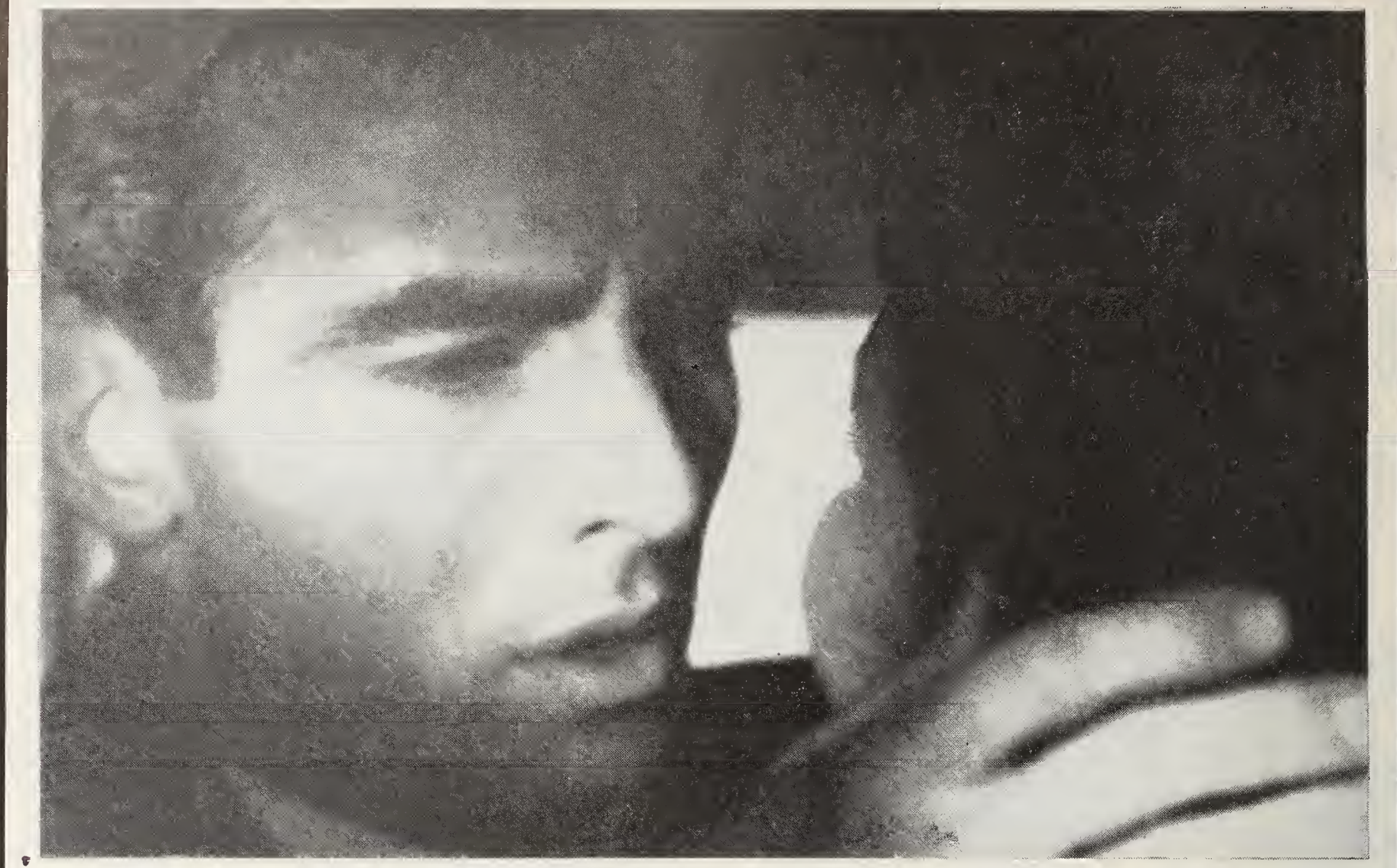
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in the COMPANION

Take the High Ground.....MGM

Kiss Me Kate.....MGM

Woman's Home COMPANION

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By March, '54

Sees 50 More Theatre TV Installations

BOT's Rosensohn Tells Of Plans for Expansion

At least 50 new theatre television installations by March, 1954, was forecast here yesterday by Bill Rosensohn, general sales manager of Box Office Television.

Rosensohn said he made his prediction on the basis of hundreds of requests received by BOT from exhibitors interested in BOT's theatre TV installation plan, under which sets are leased to theatres. He said the 50 installations could be completed by next month, if line clearances are procured from the American Telephone and Telegraph Co.

BOT's plan, it was explained, is to further the growth of theatre TV in

(*Continued on page* 11)

Moroptican Units to Lightman, O'Donnell

Robert J. O'Donnell of the Texas Interstate Circuit, and M. A. Lightman, head of Malco Theatres of Memphis, are the first two major circuit executives to sign for the new Moropticon one-strip 3-D film system, it was revealed here yesterday by Matthew Fox, chairman of the board of the Pola-Lite Co. Fox said that the first of a series of national demonstrations of Moropticon would be held

(*Continued on page* 11)

Newsreels, TV, Ask McCarthy Coverage

The Radio-Newsreel-Television Working Press Association of New York is challenging Sen. Joseph McCarthy's reported stand against permitting theatrical and television newsreel coverage of his public hearings here next week. Chester Burger, president of the association, yesterday sent a telegram to Senator McCarthy asking him to continue his previous policy of granting equal access to all media.

See Revival of 3-D Interest as Result Of Upcoming Films

Although the sale of 3-D equipment has been at a virtual standstill in some sections of the country for almost two months, exhibitor interest in the medium appears to be on the upswing again everywhere. The renewed interest stems from the focusing of attention on new 3-D releases from many companies of vastly better quality than heretofore.

A leading New York equipment dealer said here yesterday that he had not had an order for 3-D equipment or accessories in eight weeks, but that "feelers" are beginning to be put out by exhibitors who now are interested in installing the equipment.

Good 3-D pictures can change the complexion of the market for three-dimension films overnight, a circuit operator said. He asserted that the upcoming depth product potentially

(*Continued on page* 11)

M-G-M Is Rushing Conversion of 'Lab'

HOLLYWOOD, Nov. 18.—With two CinemaScope pictures completed and four others now scheduled for production, M-G-M is rushing conversion of its color laboratory for the processing of film photographed in this medium. The work will be completed in two weeks, after which the laboratory will have a weekly capacity

(*Continued on page* 11)

RKO Radio to Meet Today

RKO Radio's district managers will start a two-day sales session with home office executives here today.

Forthcoming product will be screened for the managers, and they will be addressed by Edmund Grainger, producer of "The French Line," who is here from Hollywood.

Under discussion will be RKO's current product, "Decameron Nights," "Appointment in Honduras," "Marry Me Again," "Louisiana Territory," and the upcoming "Son of Sinbad," "Rangers of the North," King Brothers' "Carnival Story," Walt Disney's "Rob Roy, the Highland Rogue," Samuel Goldwyn's "Best Years of Our Lives," "She Had to Say Yes," Howard Hughes' "Jet Pilot," "Target Earth" and "The French Line," scheduled for a Christmas premiere in Texas.

District managers attending the meeting are: Herbert H. Greenblatt, Chicago; Albert L. Kolitz, Denver;

(*Continued on page* 11)

Bookers-Salesmen in Tribute to Zukor

Bookers-salesmen of Paramount's exchanges throughout the U.S. and Canada have voted to dedicate the month of December, traditionally "Bookers-Salesman Month," to Adolph Zukor, board chairman of Paramount, in honor of his Golden Jubilee this year with the company, Monroe R. Goodman, national co-

(*Continued on page* 11)

Dividend Set

20th Net Is Up For 39 Weeks, Third Quarter

Bigger Gains Predicted Due to CinemaScope

Consolidated net earnings of 20th Century-Fox and wholly-owned subsidiaries for the 39 weeks ended Sept. 26 were reported here yesterday at $1,433,037, amounting to 52 cents per share on 2,769,486 shares of common stock outstanding. This is an increase of $155,769 over the corresponding 39 weeks of last year when net earnings amounted to $1,277,268, or 46 cents per share.

Net earnings for the third quarter of this year also showed a rise over the same quarter of 1952. The 1953 third-quarter net was $1,274.728, compared with $1,122,864 in 1952.

It was pointed out by the company that the 39-week net of 1952 did not include a special credit arising from a change of accounting procedure with respect to foreign operations and the

(*Continued on page* 11)

Para. Employes Near Agreement on Pact

A settlement of a new contract for Paramount's home office employes may be reached tomorrow when company representatives will meet with Russell Moss, business manager of Local No. H-63, bargaining agent for the white collar workers. A meeting of the principals was held on Tuesday

(*Continued on page* 11)

Roxy Cuts 'Robe' Prices for Children

A reduction of admission prices for youngsters under 16 will be inaugurated by the Roxy during the 11th week of "The Robe," it was disclosed here yesterday by Dick Dickson, Roxy executive.

Called the "Junior Budget Plan," the reduction will begin on Nov. 30, lowering prices to youngsters to 65 cents on weekday mornings, and $1 at other times. Present scale is from $1 to $3, with no reduction.

Variety Activities

V.C. Tents Charting Fall Projects; Elect Officers

Variety Club tents throughout the country are swinging into stepped-up fall activities, with elections of new officers and the blue-printing of charitable projects for the new season. Reports from the field reflect the continuing vitality of the tents.

Variety Club of Illinois has just elected as chief barker Mannie Smerling, an official of Confection Cabinet Corp. Other officers for the year include Nat Nathanson, Allied Artists Chicago branch manager, first assistant chief barker; Ralph Smitha, Essaness Theatres general manager, second assistant; Jack Rose, Indiana-Illinois Theatres, property-master, and Harry Balaban of H. & E. Balaban Theatres, dough guy. Joining the

(*Continued on page* 6)

Columbia Ends Sales Meet in Chicago

CHICAGO, Nov. 18. — Columbia tomorrow will conclude its five-day meeting held here at the Drake Hotel. Present at the sessions, all of which were led by general sales manager A. Montague, were home office executives, division managers and branch

(*Continued on page* 6)

Personal Mention

ARTHUR H. DEBRA, director of community and exhibitor relations for the Motion Picture Association of America, tomorrow will address the Motion Picture Council of Springfield, Mass.

•

SAL ADORNO, SR., general manager of M. & D. Theatres, Hartford, is the recipient of a Certificate of Award from the Middletown (Conn.) Kiwanas Club for his "many years of service to the youth of Middletown."

•

LOU BROWN, advertising and publicity manager for Loew's Poli-New England Theatres, New Haven, and MRS. BROWN, are marking their 20th wedding anniversary.

•

WALTER READE, JR., president of the Theatre Owners of America, will leave here Sunday for Charlotte to attend the North and South Carolina Theatre Owners convention.

•

EUGENE D. JACOBSON, son of Morris Jacobson, general manager of Strand Amusement Co., Bridgeport, will be married in December to JOYCE BRAVENDER of Seattle.

•

NORMAN ALLIN, booker in Cleveland for Co-operative Theatres of Ohio, Canadian born, became an American citizen last week.

•

TOM ALLEY, Republic Pictures salesman in Cleveland, has recovered from pneumonia and is convalescing at home.

•

LOUIS RATENER, associated with drive-in theatres in the Akron area, has left there with his family for the Virgin Islands.

•

SEYMOUR SCHUSSEL, Eastern division manager for I. F. E. Releasing Corp., is in Washington from here.

•

JACK LEWIS, formerly Universal-International salesman in Pittsburgh, has joined the RKO Radio sales staff in Cleveland.

•

LESTER DOWDELL, industry veteran in Cleveland, has recovered from illness and will return Monday to his duties as Columbia Pictures booker.

•

FLORENCE FRIEDMAN, of I. F. E., Cleveland, will be married on March 7 to SAM HARRIS.

•

ROY DISNEY, president of Walt Disney Productions, has arrived in New York from the Coast.

•

E. B. COLEMAN, M-G-M Southwestern division field representative, will leave New York today for Dallas.

Shows Screen Frame

J. L. Hicks, of H. R. Mitchell and Co., is here from Hartselle, Ala., displaying the Bowline Screen Frame to circuit executives and theatre owners. He will conclude three days of demonstrations today.

Sales of Color Film Raise Kodak Income

ROCHESTER, N. Y., Nov. 18.—The increasing use of color film by the industry is characterized as "an important factor in our professional motion picture film sales" by the Eastman Kodak Co. in a current report, which revealed that third-quarter sales and net earnings for the company were higher this year than for the corresponding quarter of 1952.

Sales in the third quarter were $152,958,756, or 10 per cent above $138,935,130 for the corresponding 1952 quarter. Consolidated net earnings were $12,434,802, up 19½ per cent over the $10,407,328 in the 1952 quarter. Third-quarter earnings equaled 71 cents per common share in 1953 on 17,374,496 shares outstanding, compared with 63 cents in 1952 on 16,532,585 shares.

Color Negative Sales Up

The report noted that sales of the new Eastman color negative and print films showed a substantial increase. The 35mm. black-and-white print film also were in higher demand, but 35mm. negative films were down. Television's demand for 16mm. film continued to be good, said the report.

Convention Plans Set by K-MTA

KANSAS CITY, Nov. 18.—Plans for the annual convention of the Kansas-Missouri Theatre Association to be held Dec. 1 and 2 were perfected by the board of directors of the association at a meeting here today. Walter Reade, Jr., president of Theatre Owners of America, will speak at a luncheon and at the banquet Wednesday night Dec. 2. Tom Edwards, of Farmington, Mo., will be a banquet speaker.

Myron Blank will hold a session on new processes and equipment and there will be a discussion of the processes with experts present to explain. Among the proponents of new devices and methods will be William Rosensohn, who will talk on Box Office Television.

The convention will devote a period to the campaign for admission tax repeal, with Pat McGee speaking, and action will be taken to set up committees in Kansas and Missouri for steady and systematic work toward tax repeal. Reports will be made on various features of the recent TOA convention. Irving Mack will provide a reel on theatre courtesy.

The convention will be held at the Hotel President.

Gen. Van Fleet Lauds Korean Collections

ALBANY, N. Y., Nov. 18.—The co-operation of 5,303 theatres in collecting $1,040,000 for the American-Korean Foundation was lauded here by Gen. James A. Van Fleet at the kick-off dinner of the Albany Variety Club "Big Brother" drive.

General Van Fleet accepted a check for $18,000 from Donald G. Schine, as the Schine circuit's collection contribution.

57 from Italy in Color in 10 Months

Latest production activity figures received here from Rome by Italian Films Export reveal that of 150 features placed before cameras in the first 10 months of 1953, 57 were in color, of which seven are in color by Technicolor, four in Eastman color, 39 in Ferrania color and seven in Gevacolor.

The report also shows that 32 of the 150 pictures were co-produced with French (25), English (4), American (1), Spanish (1) and Turkish (1) companies. Included in the total are four 3-D features, two in Poldevision, one wide-screen and one, Italy's first, feature-length animated cartoon.

Eisenhower Proxy to Attend SPG Dinner

HOLLYWOOD, Nov. 18.—Gov. Dan Thornton of Colorado has been designated by President Eisenhower to act as his official representative at the third annual Milestone Dinner of the Screen Producers Guild which will be held here Sunday at the Statler Hotel and which will honor Darryl F. Zanuck. Thornton accepted Eisenhower's invitation, which was extended after the Chief Executive determined that press of duties in Washington would prevent his attending the affair.

Carey Wilson, president of the SPG, will preside. Jack Benny will be master-of-ceremonies.

Altec Ups McCrea To Field Post

M. W. McCrea, field engineer in the Northeastern division of Altec Service Corp., has been added to the company's staff of field representatives by E. O. Wilschke, Altec operating manager. McCrea still will operate in the Northeastern division. His appointment brings to 20 the number of Altec field representatives attached to its six divisions.

George Lewis Dead, Technicolor Official

George F. Lewis, prominent attorney and vice-president, secretary and a director of Technicolor, Inc., as well as vice-president and a director of Technicolor Motion Picture Corp., died Tuesday night in his apartment here. He was 67.

At the time of his death Lewis was head of the firm of Lewis & MacDonald. He is survived by his widow, Elizabeth Lofgren Lewis, two sons and two grandchildren.

M. B. Prichard Dies

HOLLYWOOD, Nov. 18.—Marshall B. Prichard, Memphis jeweler, and the father of James B. Prichard, Dallas, Allied Artists' Southern division sales manager, and Bailey Prichard, manager of Allied Artists' Memphis exchange, died in the Tennessee city last Saturday night.

Coast Writers Guild Headed by Herbert; Optimism Voiced

HOLLYWOOD, Nov. 18.—The Screen Writers Guild has elected F. Hugh Herbert president, Frank Nugent first vice-president, David Dortort second vice-president, James Webb secretary, and Harold Greene treasurer.

Retiring president Richard Breen's annual report to the membership said employment of SWG members passed its lowest point in mid-October and that studios in general have expressed confidence in a production increase that will raise the general employment level.

Constitutional change that limits the validity of proxies to a single meeting, which was a hotly contested issue, was approved by more than the necessary two-thirds majority.

Industry Officials at Boy Scouts' Event

Eva Gabor, show business representative in the 1954 campaign for the Greater New York Councils of the Boy Scouts of America, will unveil the campaign poster at a ceremony in the Commodore Hotel here this afternoon.

Scheduled to attend are chairmen of all industries and professions. Spyros S. Skouras, president of Skouras Theatres, is co-chairman with Charles Boasberg, RKO Radio general sales manager, of the amusement division. Leon J. Bamberger is chairman of the motion picture producers and distributors division.

The amusement division's campaign will get under way with a breakfast meeting Dec. 8.

UN Heads to Attend 'Cease Fire!' Opening

United Nations officials and chiefs of more than a score of UN delegations will join U. S. military leaders, industrialists and others prominent in national life at the world premiere of "Cease Fire!" at the Criterion Theatre here on Tuesday. The event is being sponsored by General Mark W. Clark, former Commander-in-Chief of the United Nations Command, who issued the famous "Cease Fire!" order ending the three years of fighting in Korea.

Press to See 'Cease Fire!'

Owen Crump, Hal Wallis' writer-director on "Cease Fire!," today will be in Washington to show the Paramount release to the National Press Club. Herb Steinberg, Paramount publicity director, will accompany him. Both will be back in New York tomorrow.

Prepare Hub Opening

Harry Goldberg, advertising head of Stanley Warner Theatres, and Lynn Farnol, public relations counselor, are in Boston in connection with the opening of "This Is Cinerama" at the RKO Boston Theatre on the evening of Nov. 30.

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Canada Cites Fees For Theatre Music On 'Seating' Basis

OTTAWA, Nov. 18.—Official notice has been given here by the Secretary of State's office of Canada that payments to the Composers, Authors and Publishers Association of Canada for theatre licenses covering operations during the next year shall be the annual fee charged on seating capacities as follows:

For 400 seats and under, 10 cents per seat per annum; 500 to 799 seats, 12 cents; 800 to 1,599 seats, 15 cents and 1,600 seats and over, 20 cents.

Theatres operating three days or less per week shall pay one-half of the rates. The seating capacity of drive-in theatres shall be three times the maximum number of automobiles which may be accommodated at any one time.

In regard to TV, as a temporary tariff and in the absence in Canada of working data on which to put forward a tariff based on experience for the right to telecast non-dramatic performances of musical works, each telecasting station will pay $500 for each calendar month of operations, to be paid monthly in advance.

Objections to the rates must be filed here with the Secretary of State no later than Dec. 7.

Embassy 'Art' House Starting with 'M 7'

The American premiere of the J. Arthur Rank Organization's "Project M 7" will be held here Wednesday at the Guild Enterprises' Embassy Theatre, marking the conversion of that house from newsreels to the "art" type of presentation.

Norman Elso, president of Guild, has pointed out that the conversion of the Embassy is in line with the circuit's policy to shift away from newsreels. Other of the company's properties which have been so changed include the Trans-Lux 60th Street, the Guild in Rockefeller Center and the Newsreel Theatre in Newark.

Rankin Sells Circuit In Western Ontario

TORONTO, Nov. 18.—Having disposed of his theatres in Western Ontario, Harland Rankin of Tilbury has notified the Motion Picture Theatres Association of Ontario that he will not seek re-election to the directorate at the annual meeting Wednesday at the King Edward Hotel here.

The speaker at the association's annual luncheon will be Dr. A. W. Trueman of Ottawa, who is expected to define the future of the National Film Board, of which he has been appointed Canadian government film commissioner.

TNT to Do Color NAM Telecast

A closed-circuit color telecast of the 58th annual Congress of the National Association of Manufacturers will be produced by Theatre Network Television on Dec. 14 at the Waldorf Astoria here.

Screens of almost 30 square feet each will be installed in various ballrooms of the hotel for the color telecast. The event is expected to draw attendance from about 5,000 associates of NAM's 20,000 member companies.

Reviews

"Stranger on the Prowl"

(Calef-United Artists)

FILMED with English dialogue and produced in Italy, "Stranger on the Prowl" gives a vivid picture of present day Italy in its early footage, but it becomes somewhat awkward in later sequences where a murderer and a little boy meet and become emotionally involved.

Paul Muni returns to the American screen after an absence of many years and brings to the role of the murderer much of his famous power and fire. But his part is secondary to that of the little boy played by a remarkable child named Vittorio Manunta, seen here in "Never Take No for An Answer."

"Stranger on the Prowl" is actually a two-pronged story. First it tells of a homeless and rejected man who is looking for a new life anywhere. Secondly it's the tale of the little boy from an impoverished family who loses milk money an then steals a quart of the precious stuff. The man, driven desperate by hunger, is forced accidentally to murder a woman. The two race for safety and find the same hiding place. The boy, Giacomo, knows nothing of Muni's crime and thinks the police are only after him. Together they flee and learn to like each other. The rest of the film tells of the tightening police net and the boy's discovery of Muni's crime.

As a film which should have its greatest audience among the art house clientele, it hardly compares with some of the fine films made in Italy in recent years. But it does have Paul Muni, the talented boy and a number of powerful incidents graphically shown. Andrea Forzano wrote and directed the film, while Noel Calef produced and did the original story.

Others in the cast are Joan Lorring, Luisa Rossi, Aldo Silvani, Arnold Foa, Alfred Varelli, Elena Manson, Fausta Mazzunchelli, Cesare Trapani, Enrico Glori, Fianco Balducci, Leon Lenoir, Linda Sini and Giuli Machetti.

Running time, 82 minutes. General audience classification. November release.

"Shark River"

(Rawlins-United Artists)

THE exciting surroundings of a danger-infested swamp provide the background for this picture, but a weak narrative causes it to become merely an ordinary "thriller." Played almost entirely within the confines of swamp foliage, the color photography by Color Corp. of America takes advantage of the hues of the swamp and its inhabitants. The many stock shots provide the necessary breather between scenes of violence.

After the Civil War, Warren Stevens returns a hunted man to his once great plantation in Florida. His brother agrees to lead him and a wounded friend through the Everglades to the Gulf of Mexico, with Cuba as their final destination. The dying man reveals to Steve Cochran that his brother has murdered a man. Alone the two brothers fight off alligators and snakes only to come upon a widow and her son whom the Seminoles have permitted to hunt and trap. She agrees to let them stay when Stevens gets a poisonous snake bite. Love eventually blossoms between Cochran and the girl while the brother concocts a few devilish schemes. When the Seminoles discover the two men, they all head for safety by means of a harrowing trek through the Everglades. Stevens is killed by the Indians and the others escape.

Cochran is the only box-office name in the cast and he performs adequately. Stevens is properly villainous and Carole Mathews as the girl gives a good performance. A particularly good sequence is when the two men conquer an alligator for some food.

The screenplay was written by Joseph Carpenter and Lewis Meltzer. John Rawlins was both producer and director.

Others in the cast are Robert Cunningham, Spencer Fox and Ruth Foreman.

Running time, 80 minutes. General audience reaction. Release date, Nov. 28.

"The White Hell of Pitz Palu"

(Sokal-Mainz—IFE)

THE CHALLENGE OF MOUNTAIN CLIMBING is depicted in this IFE release, based on an old German classic which has been resurrected with a new cast, a modern story and English dialogue. Most of the mountain-climbing and rescue sequences are holdovers from the original, but the characters and close-up scenes are new.

What there is of a story tells of a young American couple who want to scale the Pitz Palu, one of the highest peaks in the Alps. Accompanying them is a doctor whose wife fell to her death 20 years previously on the same climb. Despite his protestations, the couple is determined to go and the rest of the film deals with their ascent, their "capture" by the elements and their eventual rescue.

The plot is not helped any by an ordinary dubbing job that becomes distracting. It also morbidly details the act of near-freezing to death which sets it apart from most others in this category. However, the scenes of the climb and the rescue are magnificent in their realism and grandeur and help to overcome the dullnes of the first third of the film.

The acting of the principals isn't bad under the circumstances with Hans Albers and his American voice as the doctor doing the best jobs. The old footage and the Americanizing of the story are well integrated into the new German version and credit for this must be divided between the director, Rolf Hansen and the producers, H. R. Sokal and F. A. Mainz. The screenplay was written by Erna Fentsch, from a story by Dr. A. Franck.

Others in the cast are Liselotte Pulver, Adrian Hoven and Heinrich Gretler.

Running time, 75 minutes. General audience classification. November release.

Mexican Exhibitors Face A 27% Tax; Most Would Quit

MEXICO CITY, Nov. 18.—If the 10 per cent tax increase on box-office grosses is enacted Jan. 1, as projected, most theatres here must close because the hike would swell taxes to 27 per cent, which they call prohibitive, local exhibitors, through their national association, told Finance Minister Antonio Carrillo Flores. The exhibitors saw the Minister when it became evident that they are not to be allowed any concession, particularly permission to charge more than the ceiling 46-cent admission price for the impost boost.

Can't Pass It Along

There is general agreement that exhibitors must pay the prospective tax increase, that they cannot pass it along to customers. Exhibitors argue that if higher taxation has hit U. S. theatres hard it will hit those in Mexico even harder. They also object to the impending boost because, they say, it won't be equitable as it will apply to all theatres, ignoring the economic differences between houses.

Exhibitors further complain that most of them are suffering a business decrease of 20 per cent from the level of this time last year. Only a few theatres, exhibitors say, are now doing well because they have very strong films. Poor business is attributed to the 46-cent ceiling price and a general economic depression.

Trip to Monte Carlo, A.A. Manager's Prize

Allied Artists' three divisional sales managers will compete for a trip to the Associated British-Pathe sales meeting to be held next September in Monte Carlo. The trip, said Morey R. Goldstein, Allied Artists sales vice-president, will be awarded to the manager of the division which makes the billings quota for "Yellow Balloon," "Mr. Potts Goes to Moscow" and "Affair in Monte Carlo."

Divisional managers are Harold Wirthwein, Hollywood, Western; James B. Prichard, Dallas, Southern, and L. E. Goldhammer, New York, Eastern.

Sign Westrex Pacts Here and Overseas

I. F. E. Studios and Magno Sound, Inc., both of New York, and Picture Recorders, of Los Angeles, are among the organizations which have completed motion picture recording license agreements with Westrex Corp.

E. S. Gregg, Westrex vice-president and general manager, stated that of new licensees signed five are in the United States, four in Japan, three each in Indonesia, India, Malaya and Hong Kong, two each in Italy and Brazil and one each in England and South Africa.

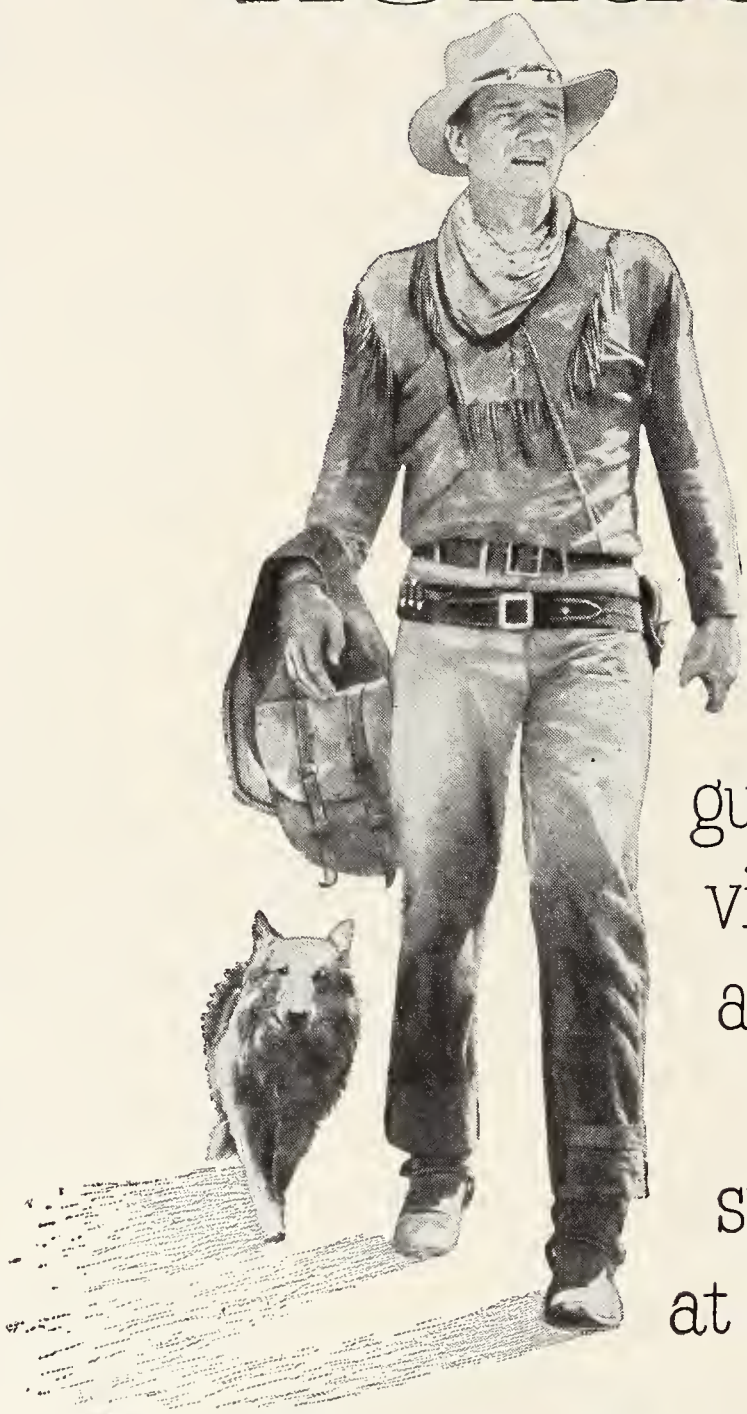
Martin, Lewis Plan 8-City Texas Tour

An eight-city personal appearance tour in Texas is planned by Dean Martin and Jerry Lewis. The comedians' next picture will be the Hal Wallis production of Damon Runyon's "Money from Home." They will begin their series of one-nighters on Jan. 15.

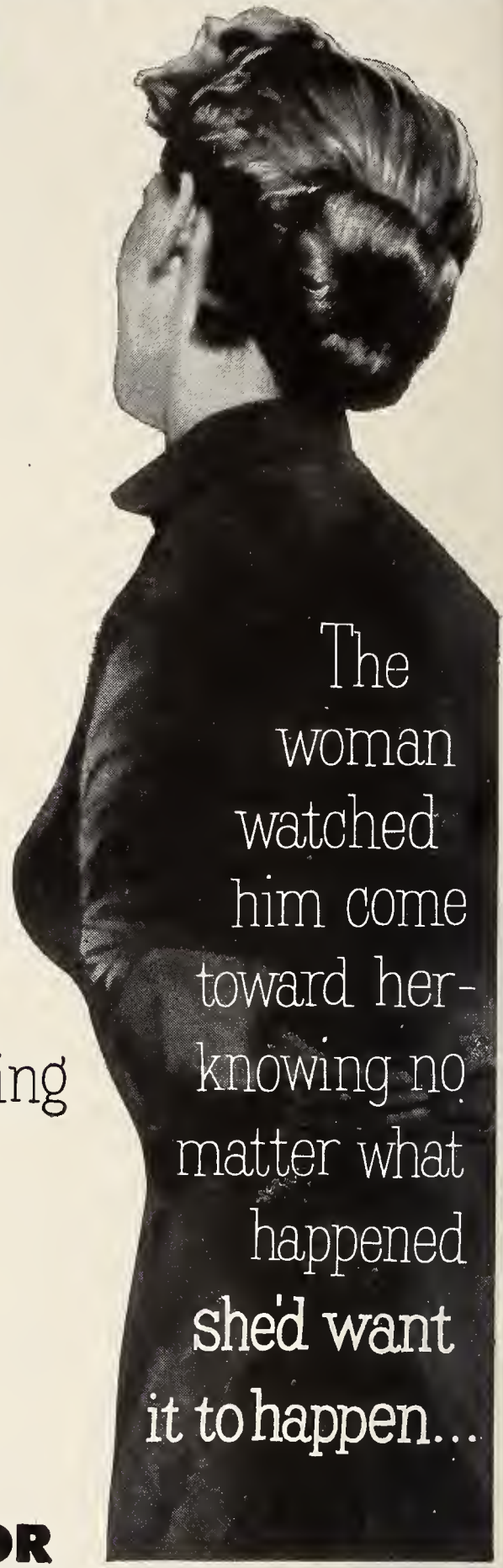
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and proud
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at his side....



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watched
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knowing no
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happened
she'd want
it to happen...

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IMPORTANT NOTICE ABOUT THE NEW-TYPE 3-D VIEWERS:

Be *sure* you see the greatly improved, comfortable viewers now available! They include a special clip-on type for those wearing eyeglasses. And be *sure* to *prominently* inform your patrons about them in your ads and lobby. (See pressbook for suggested copy.)

Variety Tents

(*Continued from page* 1)

officers on the crew are Robert Flannery, Lou Goldberg, Mannie Gottleib, Robert V. Harrison, Lou Reinheime and Dave Wallerstein.

Jack Silverthorne, the newly-elected chief barker of the Cleveland Variety Club, has designated the following committee chairmen: Entertainment, Bill Gordon, radio station WHK; heart, Henry Greenberger; Finance and Welfare, Oscar Ruby and Irwin Pollard, co-chairmen; membership, Marshall Fine; house, Sanford Leavitt; ticket, Al Sunshine; monthly luncheon, Irwin Shenker; decorating, Milton Grant; planning and budget, I. J. Schmertz; prizes, Irwin Pollard; announcements, Al Sunshine; variety monthly evening, Danny Rosenthal.

San Francisco Elects

In San Francisco, John P. Parsons, division manager for Telenews Theatres, will head Tent No. 32, while the post of first and second assistant chief barkers will be held, respectively, by George Mitchell, of Republic Pictures, and Marshall Naify, of United-California Theatres. Gerald L. Karsky, of Motion Picture Service Co., was named property master and Robert Clark, of the Clark Agency, dough guy. Others named to the board of canvasmen are Jack Blumenfeld, Nate Blumenfeld, Spencer Leve, J. Leslie Jacobs, Robert Bemis and James Meyers.

Al Reynolds has won the post of chief barker for Tent No. 17, Dallas. Kendall Way was named first assistant chief barker; Charles E. Darden, second assistant; Meyer Rachofsky, dough guy, and Harold Schwarz, property master.

Crew members are Charles Darden, Claude Ezell, Phil Isley, R. J. O'Donnell, Meyer Rachofsky, Clyde Rembert, Reynolds, Edward H. Rowley, Schwarz, Paul Short and Way.

Davis Named in Denver

Officers and crewmen for Variety Tent No. 37, Denver, include Ray Davis, Fox Inter-Mountain Theatres Metropolitan district manager, chief barker; James Ricketts and Tom Smiley, first and second assistants; Arlie Beery, property master; William Hastings, dough guy, and Henry Friedel, Marvin Goldfarb, Lewis Marshall, Sid Shutteran, Fred Brown and Kenneth Smith, crewmen.

At the annual meeting of the Atlanta Variety Club, the following were elected: A. B. Padgett, chief barker (second time); Harold T. Spears, first assistant; Tom Jones, second assistant; Marc Barre, dough guy; Willis Davis, property master. Directors are Hap Barnes, R. B. Wilby, John Harrell, Tom Eubanks, Paul Sanford, and Jack Dumestre. Harold T. Spears will be delegate to the national convention.

Brunk a Winner

Sam D. Brunk, Paramount salesman in Oklahoma City, has been elected chief barker of Variety Club, Tent No. 22, there. David Hunt, also of Oklahoma City, was elected first assistant chief barker. Ralph Drewry of Tulsa was named second assistant, while Paul Townsend and Jess Bollman, both of that city, were elected, respectively, property master and dough guy.

Crew members elected by the Oklahoma City Variety Club are Sam Brunk, Ralph Drury, Daniel Hunt, Ed Thorne, Paul Townsend, Howard Federer, Charles Guthrie, D. V. Terry, Dee Fuller, Jess Bollman and George Fisher.

In Buffalo, the full list of directors for the coming year includes: Harry Berkson, Monogram; Robert Boasberg, attorney and brother of Charles Boasberg, RKO Radio sales manager; Dave Cheskin, musical director; Jack Chinell, manager, RKO Radio exchange; Robert Hayman, Hayman Theatres, Niagara Falls; Billy Keaton, Station WGR; Arthur Krolick, AB-PT; Ben Kulick, Admiral radio distributor; W. E. J. Martin, drama editor, "Courier-Express"; Manford Pickrell, Eastern Theatre Supply. Marvin Jacobs, retired, and Murray Whiteman, past chief barker, were named delegates to the national convention.

Tent No. 19 in Dayton has elected Robert D. Gump as chief barker, with Harry Good and Dr. A. J. Denlinger as first and second assistant chief barkers, respectively. William O'Donnell is property master and Paul Swinger is dough guy. David Lute and Abe Rosenthal are new directors. Thomas Ryan was reelected to the board.

Cragin Succeeds Kozloff

Ernest Cragin was elected chief barker of the Variety Club of Las Vegas, Nev., at a special meeting held at Tent No. 39 headquarters. Cragin succeeds Jake Kozloff who headed the organization during the past year and who now automatically becomes international canvasman. Other officers who were voted one year terms were Herb MacDonald, first assistant barker; Norman Keller, second assistant; Eugene Murphy, press guy; Bob Loden, property master, and Bob Cannon, dough guy. Canvasmen include the above mentioned, also Stan Irwin, Fred Soly, Cliff Jones, Harry White, Benny Goffstein and Abe Schiller. Installation of officers will be held on Dec. 14 at a banquet to be held at the Hotel Last Frontier.

Reviews

"Man in Hiding"

(Paal-United Artists)

A HANDY amount of suspense is worked up in this minor thriller. However, apparently the writers, Paul Tabori and Terence Fisher, were so intent on mystifying the audience that they forgot to include any cohesion in the story. Glaring loopholes and misleading clues are evident throughout the film.

A man found guilty of murder escapes from prison. His wife believes he is after her because she is in love with someone else and has changed her name. A mutual friend of the fugitive and Paul Henreid, a lawyer, ask the latter to help find the young man and prove his innocence. On a hunch, the lawyer discovers the criminal, Kieron Moore, at the scene of the crime. He learns that Moore is not after his wife but rather the man who is actually the murderer. It could have been any one of a number of men, all of whom, oddly enough, know his wife. Henreid eventually finds the right suspect but not before the audience is thoroughly confused by the manipulations of plot that make coincidence the major factor.

The actual murder victim has barely anything to do with the story, with the emphasis illogically placed on the wife. Henreid gives a good performance considering lack of motivation. Lois Maxwell as the harrassed wife and Kay Kendall as Henreid's girl friend also prove satisfactory. Alexander Paal produced this British-made film and Terence Fisher directed.

Others in the cast are Hugh Sinclair, Lloyd Lamble, Anthony Forwood, Bill Travers, Mary Laura Wood and Kay Kendall.

Running time, 79 minutes. General audience classification.

"Yesterday and Today"

(Greshler—United Artists)

TO THOSE WHO MAY BE INCLINED to pass this off as "just another collection," there are several important differences. First, there is George Jessel as master-of-ceremonies. Between the acts, so to speak, he's there, cigar in hand and all the other mannerisms, behind his desk, chatty and informative.

His humor doesn't always take hold, directed to an audience larger and less sophisticated than his after dinner or television fans; but it is humor, and goodwill, and it is all about the film industry. In fact, that becomes the second difference. Written and narrated by Jessel, this is a sort of nostalgic glimpse back to the old, formative days of the industry, rather than a view of our times, as suggested by the title. It is, indeed, a piece of goodwill which exhibitors with an industry point of view could book. Good customers are interested customers.

A third difference is that the scenes selected generally have not been in such collections previously. They are from French, Russian, Italian and British as well as American films of the 1890s and early 1900s. Producer Abner J. Greshler and his film editor, Paul Weatherwax, are said to have looked through 150,000 feet of old footage, some of it printed on paper. Eliot Daniel's original music score is felicitous and apt.

Running time, 57 minutes. General audience classification. Release date, Dec. 2.

Ohio ITO Convention To Be Held Feb. 2-4

COLUMBUS, Nov. 18.—The state convention of the Independent Theatre Owners of Ohio will be held Feb. 2-4 at the Netherland Plaza in Cincinnati. The conclave will be held simultaneously with the national drive-in convention.

Bookers Plan 'Caine' Theatre Party Mar. 9

A theatre party for "The Caine Mutiny Court Martial" will be held March 9 at the Plymouth Theatre here under the auspices of the Motion Picture Bookers Club of New York. Al Blumberg, of Warner Brothers, is the chairman.

Col. Meet

(*Continued from page* 1)

managers and salesmen from 16 of the company's 32 exchanges. The next sales gathering will take place at the Savoy Plaza Hotel, New York, Nov. 30 through Dec. 3, to be followed by a meeting at the St. Francis Hotel, San Francisco, Dec. 14-17.

Highlight of the first session was the announcement by Montague of the pre-release sale and booking of the Rita Hayworth-Jose Ferrer starrer, "Miss Sadie Thompson," in 3-D, beginning at Christmas time. Delegates also discussed continued sales of "From Here to Eternity," and sales policies on "The Caine Mutiny," which Montague said would begin pre-release engagements in the late spring and early summer, "It Should Happen to You," "Paratrooper," "Hell Below Zero" and "Hot Blood."

N. Y. Court Clears 'Teen Age Menace'

ALBANY, N. Y., Nov. 18.—The Appellate Division, in a unanimous decision today, overruled the action of the Board of Regents in refusing to license "Tenn Age Menace" on the ground the film, dealing with narcotic addiction, was "immoral," would "tend to corrupt morals" and would "incite to crimes." The court found there was not sufficient evidence to justify such findings.

It was the first time a higher court here has reversed the Regents in at least a decade. The Regents presumably will seek to bring the case to the Court of Appeals, but such a motion cannot be made before the Appellate Division until January. Because the decision was unanimous, that court's permission to appeal must first be obtained.

Today's opinion, written by Justice Daniel Imrie, with a concurring opinion by Justice Philip Halpern, pointed out that the petitioner, Broadway Angels, Inc., invoked the constitutional guarantee of freedom of speech and freedom of expression, placing its main reliance on the U.S. Supreme Court decision in "The Miracle," where the nation's highest tribunal ruled invalid "sacrilegious" as a ground, in the New York State licensing statute, for denying a license.

The main Appellate Division opinion declared the court was bound by the subsequent ruling of the Court of Appeals in "La Ronde," where the majority held the law to be constitutional so far as "immoral" and "tends to corrupt morals" are reasons for rejecting a film.

Justice Halpern's opinion, however, flatly stated that "motion pictures are entitled to the protection of the constitutional guarantee of freedom of expression. Freedom of expression is freedom alike for 'propaganda,' which we deplore, and for 'education,' of which we approve."

Justice Imrie's opinion pointed out that Court of Appeals Judge Charles W. Froessel, in the prevailing determination on "La Ronde," had narrowed the meaning of "immoral" and "tends to corrupt morals" to "sexual morality." There was nothing, he said, visually or orally, by direction or indirection, in "Teen Age Menace" that involved sexual immorality. Nor had evidence been adduced to support the Regents' contention that it would "incite to crime."

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"ONE-TON"— One-man army . . .

ELLIOTT A heroes' hero . . .

LT. THOMPSON - Great officer, great guy . . .

"BAD NEWS"—
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KIM—
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MAYES—
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Please have Everybody help the CHRISTMAS SALUTE



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The Hospital is supported by every employee in our industry through contributions to the Christmas Salute. Everybody's protected—Everybody should share. Employers, get everyone in your organization to contribute. Employees, sign the Salute Scroll, and contribute at least "an hour's pay".

Variety Clubs Will Rogers Memorial Hospital

National Office: 1501 Broadway, New York 36, N.Y. ***Saranac Lake, New York***

The Will Rogers Hospital gratefully acknowledges the contribution of artwork, and plates by United Artists Corp., and of the space by this publisher.

20th Earnings

(*Continued from page* 1)

operations of domestic theatre subsidiaries (National Theatres and the New York Roxy) which were separated on Sept. 27, 1952.

It was further revealed yesterday that a quarterly cash dividend of 25 cents per share on the outstanding stock had been declared, payable Dec. 24 to stockholders of record on Dec. 10.

Total income for the 1953 39 weeks were listed at $80,384,067, including $75,540,617 in film rentals, $4,478,890 from other operating income, $201,880 from income in prior years and $162,680 from dividends. Total income for the 39 weeks of 1952 amounted to $71,965,721, of which $67,149,364 was from film rentals.

Expenses Rose

Expenses for the 39-week period of 1953 were listed at $77,901,030, compared with $70,730,110 for the same period last year.

In announcing the earnings, the company pointed out that "the outstanding success of CinemaScope and the first two pictures made in this system, 'The Robe' and 'How to Marry A Millionaire,' indicate that earnings in the fourth quarter of 1953 will show a marked improvement over the third quarter earnings."

M-G-M 'Lab'

(*Continued from page* 1)

of 1,000,000 feet of CinemaScope film.

The first picture to be processed in the new laboratory will be "Knights of the Round Table," on which prints will be rushed so that the picture will be ready for release for the Christmas holidays.

The laboratory also will be prepared to handle all daily rushes, with the plant geared so that they will be available on the following day. The first rushes to be processed will be the three musicals now in rehearsal, "A Bride for Seven Brothers," "The Student Prince" and "Brigadoon," all to be filmed in CinemaScope.

Besides "Knights of the Round Table," M-G-M has finished "Rose Marie" in CinemaScope and in addition to the three musicals has announced this medium for "Ben Hur," slated to be one of the studio's major 1954 productions.

Zukor Tribute

(*Continued from page* 1)

ordinator of the Adolph Zukor Golden Jubilee Salute, reports.

"Bookers-Salesman Month" each year marks the wind-up of the annual Paramount sales drive. "The all-out sales drive in honor of Zukor, which began on Aug. 30 and will end Dec. 5, is certain to be the most successful drive in the company's history," said Paramount.

RKO Radio Meet

(*Continued from page* 1)

J. Herbert MacIntyre, Los Angeles; Carl Peppercorn, Canada; Robert J. Folliard, Philadelphia; Morris E. Lefko, Cleveland; Ben Y. Cammack, Dallas; David Prince of the Southeastern district, and Leonard Gruenberg of New York.

Set 8 Continental Openings of 'Robe'

Eight European capital city openings of "The Robe" will be held next month following the premiere in London this evening of the first CinemaScope production, at the Odeon Leicester Square Theatre, 20th Century-Fox reported here yesterday.

The initial opening on the Continent is scheduled for the Capitol Theatre, Rome, on Dec. 2, with a special dual opening two days later in Paris, at the Rex and Normandie theatres. The fourth opening is slated for the Attikon Theatre in Athens on Dec. 14, followed by the Belgium premiere at the Metropole Theatre in Brussels on Dec. 23.

Two Christmas Day openings have also been set—at the Rex in Zurich and the Palace in Cairo—with the possibility of a third at the Metro in Schwan in Frankfort, where the production has been booked to open between Dec. 25 and Jan. 7.

The Scandinavian debut has been set for Stockholm's Rigoletto Theatre on Dec. 30.

Announcement of the European schedule brings to 15 the Christmas Day openings scheduled in Europe, Latin America and the Far East.

One 'C,' 9 'B,' 28 'A' In New Legion List

The Italian film, "Times Gone By" ("Altri Tempi"), has been placed in Class C by the National Legion of Decency. At the same time, nine films were placed in Class B and 28 in Class A.

The nine films in Class B are "Here Come the Girls," "Kiss Me Kate," "Man in Hiding," "Appointment in Honduras," "His Last 12 Hours," "The Unknown Lover," "The Overcoat," "Walking My Baby Back Home" and "Destination Matrimony."

Of the 28 films in Class A, 15 are in Section 2 and 13 in Section 1. In Section 2 are "The Nebraskan," "Queen of Sheba," "All the Brothers Were Valiant," "Donovan's Brain," "The Gay Adventure," "The Glass Web," "The Greatest Love," "Little Fugitive," "Miss Robinson Crusoe," "Private Eyes," "Shark River," "La Vendetta di Una Pazza," "The Diamond Queen," "How to Marry a Millionaire" and "Genevieve."

The 13 pictures in Class A, Section 1, are "Calamity Jane," "Crazylegs, All-American," "The Fake," "Louisiana Territory," "My Heart Goes Crazy," "Murder on Monday," "Royal African Rifles," "Sea of Lost Ships," "Yesterday and Today," "Flight Nurse," "The Killer Ape," "The Living Desert" and "Thunder Over the Plains."

Cincinnati Theatres Considering Bingo

CINCINNATI, Nov. 18.—Bingo for charitable purposes may soon be played in local neighborhood and downtown theatres, it was disclosed at a meeting of the Retarded Children's Council, which was attended by a number of exhibitors who previously had frowned upon the game because of its competition. The plan stems from the city's recent decision that charity bingo was legal here, despite a ruling to the contrary by state officials on commercial bingo. All proceeds over and above expenses would be turned over to charity.

Allied of Gulf States To Meet March 28-30

NEW ORLEANS, Nov. 18.—Abe Berenson, president of Allied Theatre Owners Association of Gulf States announced that the organization's annual convention is slated to be held at the Edgewater Gulf Hotel at Edgewater Beach, Miss. on March 28-30.

Para. Employes

(*Continued from page* 1)

when the basis for an agreement was reported to have been reached.

It is said that the union asked for a 15 per cent salary increase, but concessions are said to have been granted by both sides and the prospects for an agreement was described by a spokesman in the negotiations as being "hopeful."

When the new pact for the office workers has been settled, negotiations will start for a new contract for Paramount publicists, who also are represented by Local No. H-63. Although represented by the same union, the publicists' pact is negotiated separately.

Central States Wins Tilt Over Drive-in

CHARLES CITY, Ia., Nov. 18.—The Charles City, Ia., Drive-in Theatre, owned by Central States Circuit, was granted a permanent injunction in Floyd County District Court prohibiting St. Charles Township and Floyd County officials from interfering with the operation of the theatre.

Central States filed for the injunction after a running battle with officials covering two seasons of operations which saw the manager, Royce Winkelman, arrested and fined numerous times for operating a theatre without a license.

V.C. Women Sponsor New Year's Eve Ball

The Women's Committee of the New York Variety Club Foundation to Combat Epilepsy will sponsor a New Year's Eve ball in the Hotel Waldorf Astoria here. The affair will be known as the "Celebrity Ball."

Wives of industry leaders as well as those of non-industry leaders have joined the roster of sponsors. Among them are: Mrs. John W. Alicoate, Jo Copeland, Mrs. Hugh Casey, Mrs. Sally Chestman, Adele Astaire, Madame Andre Dubonnet, Mrs. Larry Engle, Mrs. William J. German, Mrs. Jacob Javits, Melanie Kahane, Mrs. Harry Krawit, Mrs. Martin Kornbluth, Mrs. Edward Lachman, Anita Loos, Mrs. Leonard Lyons, Mrs. John J. O'Connor, Mrs. E. K. O'Shea, Mrs. Drew Pearson, Sylvia Porter, Mrs. Carmel Myers Schwalberg, Mrs. Edward Sullivan, Mrs. Herbert Bayard Swope, Sophie Tucker, Mrs. William Weintraub and Mrs. David A. Werblin.

Four 'Adult' in Ontario

TORONTO, Nov. 18.—Four features have been classified "adult" by the Ontario Board of Censors, as follows: "Neanderthal Man," "The Earth Cries Out," "99 River Street" and "Thy Neighbor's Wife."

Theatre TV

(*Continued from page* 1)

neighborhood houses in smaller cities. The expansion of facilities under BOT's plan, it was added, will cover areas in Western Pennsylvania, New Jersey, Ohio and Illinois. The aim is to make the installations in situations along A. T. & T.'s long lines in order to bring A. T. & T. costs down. The telephone company, in line with that policy, has been asked by BOT to submit cost estimates.

¶ Meanwhile, 15 theatres have joined BOT's football network for this Saturday's Notre Dame-Iowa game, the largest number of theatres to line up for the five-game BOT series. Four additional theatres are Loew's State, Boston; Indiana Theatre, Indianapolis; Paramount, Des Moines; Orpheum, Omaha. The Paramount in Des Moines, which is currently playing "The Robe," will charge $2.40 per person for the football event, the highest price scale in the series. "The Robe" is also playing at the Indiana Theatre. The other 11 theatres are the same as previously reported. Estimated seating capacity for the Iowa game, the last in the series, is 35,000.

Moropticon

(*Continued from page* 1)

here tomorrow morning at Loew's Capitol Theatre.

O'Donnell and Lightman will receive the first Moropticon units. Meanwhile Fox stated that he expects to conclude negotiations with distributors of new top 3-D films for Moropticon printing in conjunction with Moropticon installations.

The demonstration at the Capitol will display a reel of a new major 3-D picture, both in the present two-camera projection system and in the single-camera Moropticon system, to show light and other improvements.

Richard Morros, a Fox associate, will head the technical teams which will leave immediately following the Capitol showing for key center demonstrations, Fox said.

Fox stressed that the exhibitor receives the Moropticon units, one for each machine, without charge, with the purchase of a minimum of 2,500 new Pola-Lite glasses per month for 12 months. There is no exclusive deal involved, Fox stated, permitting the exhibitor to buy other glasses as well, since 2,500 a month is far less than ordinary theatre requirements.

3-D Revival

(*Continued from page* 1)

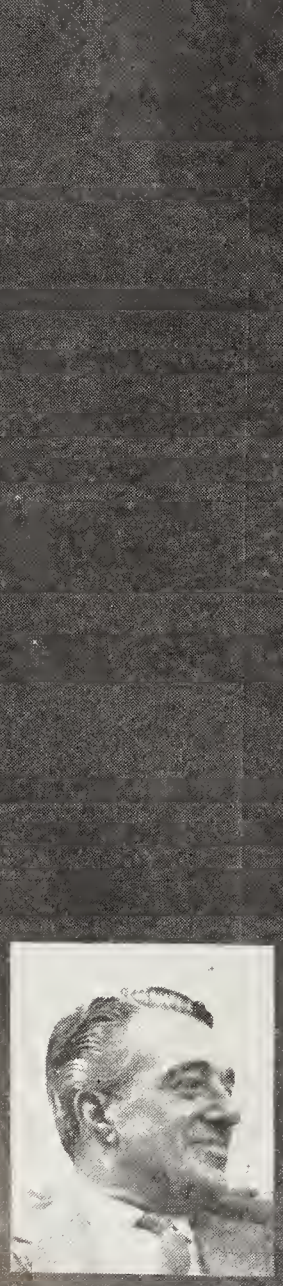
can change the tide and renew the excitement in the medium. The fact that the Nord and Moropticon single-projector systems are progressing with their developments is regarded as a sign that 3-D pictures will have an important place in the industry's future.



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VOL. 74. NO. 98 NEW YORK, U.S.A., FRIDAY, NOVEMBER 20, 1953 TEN CENTS

Annual Report

World Market Optimistic in Face of Curbs

'Herald' Survey Cites Foreign Film Problems

The development of the world market for motion pictures, especially with respect to the new film techniques, appears to be hampered by dollar deficiencies, trade restrictions, tax burdens, scarcity of raw materials and manufacturing facilities, all inevitable results of World War II. This is revealed in the eighth annual World Market section of "Motion Picture Herald," published today. The survey covers up-to-the-minute developments with specific reference to the new screen processes in every country where motion pictures are an important industry. Twenty-two

(*Continued on page 6*)

Polaroid Engineers Checking Projection

In line with its policy to give technical assistance to theatres playing 3-D pictures, seven engineers of the Polaroid Corp. today will leave Cambridge, Mass., on an inspection trip to all theatres that will play M-G-M's "Kiss Me Kate" and Warner Brothers' "Hondo" for Thanksgiving Day openings.

Working individually, the engineers will inspect monitors, filters and all 3-D equipment in the houses. Between 60 and 75 theatres are scheduled to open the two pictures during the next two weeks. Polaroid's technical assistance service was announced several weeks ago and this will be the first application of the policy.

Mirisch Will Produce 3 for Allied Artists

HOLLYWOOD, Nov. 19.—Three pictures, all with color in Technicolor and one in CinemaScope, will be produced personally during 1954 by Walter Mirisch, Allied Artists executive producer. The first will be "The Annapolis Story," to be followed by "The Black Prince," to be done in CinemaScope in England with Associated British Pictures participating in the production. The third will be "Wichita," scheduled for the middle of summer.

Goldenson Says Reaction to Exhibitor Production Plan Is 'Tremendous'

Exhibitor reaction to Leonard Goldenson's proposal that theatremen protect themselves by entering into some phase of production has been "tremendous," the American Broadcasting-Paramount Theatres president said here yesterday. Goldenson described the enthusiasm as "a ground swell," judging by the comments and letters he has received from exhibitors.



L. Goldenson

While those who have contacted him have not come up with any definite plan of procedure, Goldenson said that it was evident that they were considering the problem and probably would emerge with a plan. He said that AB-PT could not join with other groups on a production plan but that it was possible the network-circuit could launch a project on its own. However, he added that no such plans were currently in work.

Goldenson made his proposal at the Chicago convention of the Theatre Owners of America on Nov. 3 when he said that if "producer statesmanship" is not applied to the solution of problems relating to high film rentals and product shortages, then the exhibitor "must protect himself either by producing pictures, financing production or in some other manner."

Agenda Highlights

Variety Clubs' Convention To Further Plan for Film

WASHINGTON, Nov. 19.—Detailed discussion of the script for "Miracle Mountain," the two-reel film to be made about Variety Club charitable activities around the world, will highlight the agenda for the mid-winter conference of Variety Clubs International, which takes place here tomorrow and Saturday.

According to international chief barker Jack Beresin, the meeting, being held at the Statler Hotel, will also try to interest delegates in having their tents promote the "Crusade for Freedom," the drive to raise money for Radio Free Europe and other activities to encourage resistance in Iron Curtain countries. Other items on the agenda include:

¶ Discussion of ways of raising additional funds for variety work;

¶ Discussion of an appropriate memorial for the late "Chick" Lewis;

¶ A showing by the Dallas Tent of

(*Continued on page 6*)

Variety Membership Card to Eisenhower

WASHINGTON, Nov. 19.—President Eisenhower will accept a gold card life membership in Variety Clubs International in a White House presentation on Dec. 1, it was revealed here today. The card will be presented to the President by International chief barker Jack Beresin and the organization's international heart chairman Nathan D. Golden.

Spain Offers 40% In Remittances

The proposed Spanish agreement provides for dollar remittances of 40 per cent in accordance with dollar availability, it was learned here yesterday on the eve of today's meeting here of the Motion Picture Export Association.

The MPEA meet, which is expected to decide on the proposed interim and

(*Continued on page 7*)

Complete Plans For SIMPP Export Group

Details in connection with the setting up of the Society of Independent Motion Picture Producers' export association were being completed here this week by SIMPP executives. Here for conferences with the Motion Picture Export Association were Ellis Arnall, SIMPP president; Gunther Lessing, board chairman, and Marvin

(*Continued on page 7*)

Revitalization

Urges Industry Adopt New Ad Approaches

Fabian Outlines Needs Of Various Sales Media

A five-point advertising program to revitalize the industry was outlined here last night by Si Fabian, president of Stanley Warner, in an address at the "Showmanship School," conducted by the Associated Motion Picture Advertisers at the Astor Hotel.



Si Fabian

The program called for:

¶ A coordinated effort on the Coast to regain the publicity position of the industry.

¶ A complete reform of distributors' press books in

(*Continued on page 7*)

London Hails 'Robe' In Leicester Square

By PETER BURNUP

LONDON, Nov. 19.—Amid a blaze of color and excitement, "The Robe" opened here tonight at the Odeon Leicester Square Theatre to the acclaim of a distinguished audience which included diplomats, church dignitaries, socialites, stars of the entertainment world and—more important—a hard core of leading exhibitors drawn from all corners of England to appraise—and later to praise—the first

(*Continued on page 6*)

Four Named to Aid 'Brotherhood Week'

Leadership for the 1954 "Brotherhood Week" campaign has been expanded by the addition of four associate national chairmen, it was announced by Spyros S. Skouras, president of Skouras Theatres, who is chairman of the national exhibitors committee for the campaign to build understanding and goodwill among Protestants, Catholics and Jews.

The four associate chairmen, who

(*Continued on page 7*)

Personal Mention

NICHOLAS M. SCHENCK, president of Loew's, Inc., and CHARLES C. MOSKOWITZ, vice-president, have returned to New York from the Coast.

•

MRS. T. M. MOORE, executive secretary of Victor Animatograph Corp., of Davenport, Ia., was guest of honor at a testimonial dinner marking the 30th anniversary of her association with the company.

•

MURRAY SILVERSTONE, president of 20th Century-Fox's International Corp. will leave Johannesburg, South Africa, next week for Bombay.

•

TEET CARLE, Paramount Pictures studio publicity director, will arrive in New York at the weekend from the Coast.

•

HERMAN RIPPS, assistant to JOHN P. BYRNE, Eastern M-G-M sales manager, left here yesterday for Albany and Gloversville.

•

BEN KALMENSON, president of Warner Brothers Distributing Corp., has returned to New York from Hollywood.

•

CURTIS MILLER, general manager of the Claughton Theatre in Tampa, has returned there after attending the funeral of his mother.

•

WILLIAM C. DOZIER, executive vice-president of Cornwall Productions, will leave New York tonight by plane for Hollywood.

•

GERALD LEVINE, account executive with Donahue & Coe, advertising agency, will be married in January to JEANETTE SPILLER, of Newark.

•

RALPH J. CARENZA, manager of the Bijou Theatre, Springfield, Mass., has been married to ELIZABETH COLE.

•

COL. WILLIAM MCCRAW, executive director of Variety International, left Albany, N. Y., for Washington.

•

CHARLES KURTZMAN, Loew's division manager, has returned to his Boston headquarters from New York.

•

MARSHALL FLING, Universal Pictures branch manager in Jacksonville, has returned there from Atlanta.

•

ILYA LOPERT, president of Lopert Films, will leave here today by plane for London.

•

OSCAR HOWELL, president of Capital City Supply Co., of Atlanta, has returned there from Jacksonville.

Hartford State Reopens

HARTFORD, Nov. 19.—Connecticut's largest combination motion picture-vaudeville theatre, the 3,800-seat State, Hartford, will reopen Saturday after having been shut since last May. The Harris Brothers, owners and operators, are resuming a Saturday-Sunday stage-screen policy.

Columbia Board Up For Reelection

Columbia Pictures' nine-man board of directors has been nominated for reelection at the annual stockholders meeting scheduled for Dec. 21 here.

The nominees consists of Harry Cohn, president; Jack Cohn, executive vice-president; A. Schneider, vice-president and treasurer; A. Montague, vice-president in charge of domestic sales; N. B. Spingold, vice-president in charge of advertising and publicity, and Leo M. Blancke, Donald S. Stralem, Alfred Hart and Abraham Sonnabend.

UA Sues Mayor Over 'Moon Is Blue' Ban

BOSTON, Nov. 19.—United Artists has brought suit in Suffolk Court against Mayor John J. Buckley of Lawrence, Mass., who banned the showing of "The Moon Is Blue" in that city. Judge Jesse W. Morton ordered the case scheduled for trial on Monday.

The film was booked, advertised and set for the Broadway Theatre, Lawrence, a Stanley Warner house, when Mayor Buckley's ban came, based on the contention that the film was "obscene, indecent and impure." U.A. officials deny this and furthermore state that his ban was ordered before the mayor had even viewed the film.

Film on Handicapped Persons Shown Here

"America's Untapped Asset," latest film of the President's Committee on the Employment of the Physically Handicapped, was previewed here yesterday for the press and various organizations interested in the problems of rehabilitation. It will be distributed to all TV stations in the United States. The picture was produced by United World Films.

The film shows how an insurance company meets the problem of employing handicapped persons.

Israel Schlaifer Dead

DETROIT, Nov. 19. — Israel Schlaifer, 57, brother of Charles Schlaifer, New York motion picture advertising executive, died here yesterday. He had been general manager of the Hygrade Food Packing Co. of this city. Funeral services will be held here tomorrow.

Morin Funeral Today

Funeral services will be held today in New Britain, Conn., for Fred Morin, long-time member of the New York staff of Altec Service Corp., who died at his home here last Monday. Morin, a native of New Britain, is survived by his widow and a son.

N. T. Dividend Set

HOLLYWOOD, Nov. 19.—The board of directors of National Theatres, Inc., today declared a dividend of 15 cents per share on the outstanding common stock, payable Jan. 5 to stockholders of record on Dec. 15.

British Government Approves Eady Plan

LONDON, Nov. 19. — Peter Thorneycroft, president of the Board of Trade, informed the House of Commons today that the government has approved the industry's voluntary plan to continue the Eady levy on ticket prices to help finance British production for another three years from the end of July, 1954.

Accordingly, the Board of Trade president said no legislation to the same effect is required.

Thus ends, for the time being, one of the most hectic and confusing trade incidents here in many months.

Zukor Returns from 'Anniversary Tour'

Adolph Zukor, board chairman of Paramount Pictures, will leave Paris today by plane for New York following a five-week tour of Europe in conjunction with the worldwide celebration this year of the 50th anniversary of his entry into the motion picture business. The plane carrying Zukor and Mrs. Zukor is scheduled to land at Idlewild Airport tomorrow morning. On the Golden Jubilee journey, Zukor visited Paris, Rome, London and Stockholm, and in each of these capitals leaders of the industry, statesmen and diplomats joined in paying tribute to the 80-year-old pioneer. During the past week Zukor visited Israel.

Heavy Music Drive For 'American Wife'

"Indiscretion of an American Wife," forthcoming Jennifer Jones-Monte Clift starrer, will be backed by one of the heeaviest music promotion campaigns of the year, it is reported. Composers Sammy Cahn and Paul Weston have just fashioned two songs from the score of the Vittorio De Sica film and Columbia Records will start recordings this week on "Indiscretion" with Jo Stafford and Liberace.

Additionally, the sound track, featuring the main themes, will be released in December on a special extended 45rpm album by Columbia. Topping this, Columbia's Paul Weston is planning an album, "Salute to Jennifer Jones," featuring themes from her films and including themes from "Indiscretion of an American Wife." Latter album will get early February release to tie in with the picture's initial playdates.

Ira Sichelman Heads 20th's D.C. Office

Ira Sichelman has been named branch manager of 20th Century-Fox's Washington exchange, succeeding J. B. Rosen, who recently resigned that post.

Sichelman was formerly sales manager of the Washington office.

Youngstein Returns At the Weekend From Drive Tour

Max E. Youngstein, vice-president of United Artists, will return to New York over the weekend from a 10-day European trip, during which he set plans for the company's 35th anniversary celebration and sales drives. He will leave Paris by air today.

During his trip, Youngstein visited England, France, Germany and Italy to coordinate overseas anniversary operations with the roster of commemorative activities and sales campaigns to be launched on the home front.

Youngstein met with Charles Smadja, UA's Continental manager; Montague C. Morton, managing director for Great Britain, and other European sales executives. In addition, he conferred with producers and directors readying films abroad for anniversary-year release, among them Joseph L. Mankiewicz, who is completing casting for "The Barefoot Contessa"; Robert Rossen, now scouting locations for "Alexander the Great," and David Miller, who will direct "Twist of Fate."

The United Artists vice-president also met with Richard Condon, who is making a 90-day survey of publicity and promotion operations by producers filming pictures in Europe and Great Britain for release by UA.

Goldschmidt in U.S. For Republic Confab

Plans for the production in Germany of "The Big Whisper," written by Virginia Van Upp, who will also produce, will be discussed in Hollywood by Rudolph Goldschmidt, special representative of Republic in Germany, during conferences with Herbert J. Yates, president of Republic, and Richard W. Altschulcr, president of Republic International. Goldchmidt, now in New York, will leave for Hollywood by plane on Sunday.

The production agreement for "The Big Whisper" is the first contract to be closed under Republic's new plan for financing independent producers.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
M-G-M's "KISS ME KATE" starring
Kathryn GRAYSON • Howard KEEL
ANN MILLER
Photographed in ANSCO COLOR
Print in TECHNICOLOR
and SPECTACULAR STAGE PRESENTATION

DORIS DAY
HOWARD KEEL
Calamity Jane
Color by TECHNICOLOR
In Person
The AMES BROS.
PUPI CAMPO And His ORCHESTRA
CLIFFORD GUEST
PEIRO BROS.
PARAMOUNT TIMES SQUARE
Midnight Feature

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The Happiest Exhibitors Are "Millionaire" Exhibitors!



ASK THE MEN WHO ARE PLAYING

"How To Marry A Millionaire"

TECHNICOLOR

20th's SECOND GREAT PICTURE IN

CINEMASCOPE

YOU SEE IT WITHOUT GLASSES!

THE Hollywood REPORTER

EXHIBITORS DEMAND MORE FILMS

MOTION PICTURE HERALD

TOA, LOOKING FORWARD, DEMANDS MORE PRODUCT

by MARTIN QUIGLEY, JR.

CHICAGO: Striking proof of the renewed vitality and enthusiasm of the industry was given here this week.

TOA convention and the concurrent TESMA and TEDA ... and conventions established an all-time high ... registration of substantially over 2,000. ... and surrounding areas

Bryant and Lamar Sarra; legal advisory, Herman Levy; film reviewing, H. F. ... cey; drive-in theatres, Jack B... tration, Robert W... building and safety ... concessions, Herbert Krappman; theatres ... Zaro and Lucian Pope... mer Rhoden and Emil ...

Mr. Starr announced ... board meeting that the ...

BOXOFFICE

NO. 1 WORRY OF EXHIBITOR IS PRODUCT, NOT PROCE...

So Theatremen Indicate ...

SHOWMEN'S TRADE REVIEW

Product Shortages to be Voiced By Jersey to National Allied M...

... of New Jersey Allied held a one-... the Hotel Astor, New York, ... Irving Dollinger, dele-... in Boston, ... to ... con-... owing ... Allied ... ational ... 80% ... ocess ...

and distribution to 3D would have ... that subject matter must be sele... use 3D advantageously. He also ... distribution was not interested in ... 3D had added to exhibition and ... to "have any chance" of surviv... to be one-projector 3D.

The members for the most ... had no opinions on Cinema... cept for a few, they hadn't ... As to large screens, he ... been a general feeling am... our screens ... undersi...

MOTION PICTURE DAILY

Acute Situation

Product Pinch Here; Snap Sees Threat

Says Part-Week Closing Might Be Advisable

By AL STEEN

The predicted product shorta... parently has arrived and t... is becom... to in...

VARIETY DAILY

TOA Conclave, Alarmed By Pix Paucity -

Chicago, Nov. 3. — Entry of exhibitors into the film production field as a ... s of offsetting high rentals and picture shortages was urged ... ers of Theatre Owners of America today by Leonard H. ... n.

... the keynote ... to ... OA convention ... roadcasting ...

YOU CAN

U

...and to keep on delivering it's present high number of releases...a continuous flow of top product to fill the needs of *all* theatres, whatever their screen dimensions may be!

FILM BULL...

U-I Up ...

34 Set...

TWO ...

Universal To M...

Biggest Program from Expenditures Standpoint Revealed After Confabs

West Coast Bureau of THE FILM DAILY

Hollywood — Universal-International in the year from Nov. 1 will produce 34 features, including 22 in Technicolor, it is announced by Edward Muhl, vice-president in charge of production. Schedule, he declared, is the biggest undertaken by U-I in recent years from a standpoint of expenditures in-



...but one thing IS certain...

COUNT ON U-I TO DELIVER...

Program;
echnicolor

BOXOFFICE

U-I Production to Go Up In '54 With 34 Features

Universal Will Release 50 Shorts for 1953-54

HOLLYWOOD—Exemplifying in concrete terms its faith in the fut... and the industry, U... scheduled 34 featu... color, for productio... beginning Novembe...

The slate, disclos... a series of high-leve... the studio, was dea... vice-president in ch... the biggest to be und...

MOTION PICTURE HERALD

U-I ANNOUNCES 34 NEXT YEAR

22 Technicolor Pictures Included in Plans for Year Beginning Nov. 1

HOLLYWOOD: Thirty-four pictures ... color by Technicolor, w... ional S... ginnir... in Ho... ducti...

U-I TO RELEASE 50 SHORTS IN 1953-54

...igned to meet the growing ex... ...for unusual short sub... ...t trend in...

...Jilm DAILY

...4, With 22 in Technicolor

8,500 Exchange Workers

...s will ... the ...iating ... me... ...rving ...r.

FILM BULLETIN

U-I Hits Top Production Peak Since Early Summer

UNIVERSAL - INTERNATIONAL ... mid-October production parade, ... pictures in work. This is the ... highest peak since early summer. ...tures are in Technicolor, and ... is "Black Lagoon" ...ams, Richar... Allan ... O ... "T ... Rom ... —Aa ... n, di ... tis, P ... lka Ch ... ge She...

MOTION PICTURE DAILY

22 in Color

34 Set by 'U-I' In 1953-1954, Muhl Reports

Program Was Adopted at Top Level Coast Meet

HOLLYWOOD, Oct. 26.—Thirty-four motion pictures, 22 of them in color by Technicolor, will be produced at Universal-International studios during the year beginning Nov. 1, it was announced by Edward Muhl, vice - president in charge of production.

From a standpoint of expenditures involved and scope of product, the new production schedule is the



REPORTER

SCHEDULES 34 FILMS IN '54

22 in Technicolor Listed
...duction Policy
...s Rackmil

THE INDEPENDENT FILM JOURNAL

...-I Sets 34 Pix ...or '54 Fil...

...in recent years, from the ...nd scope of product, Uni... features, 22 of them in ...nicolor, for the fiscal year

"Kate" To Roll At Hall

...'s "Kiss Me Kate," premiering Nov. 5 at Radio City Music Hall, will be shown in the 2-D version, it is learned. It is said Music Hall officials feel the picture is just as entertaining in 2-D.

High Court Agrees

VARIETY

U-I SKEDS 34 PROD'NS NEXT YEAR

With the majority of ... pulling in their ... due to unc...

World Market

(*Continued from page* 1)

countries and three trading areas are covered in the report.

The "Herald" reports, however, are marked by excitement, anticipation and optimism, especially in regard to local production. This includes the growing number of co-productions in Europe and distinct possibilities along those lines between European and Latin American producers. New German product has been found so healthy that it does not need quota protection; Holland is turning out features; Brazil's output is increasing. Also, in almost all cases, quality and the international market are being stressed as never before in history.

The "Herald's" correspondents report a general eagerness about the new changes coming out of Hollywood, but also a fear that hard-pressed independent exhibitors might very easily be put out of business by any revolution or evolution. The latter mean dollar outlays which cannot be borne immediately by most theatres.

In the Far East—sterling bloc countries all—and Latin America, the financial situation on the whole is not as critical as in Europe, although still far below a level necessary to insure a quick acceptance for any new projection which wins approval.

Generally, the interest in stereoscopic films has fallen off in all markets after several pictures have been shown—the pattern being that the initial attractions rack up huge records and subsequent runs fall off sharply. It still is too early to see if these countries will show a revival of interest in 3-D—now becoming evident in the U.S.—with the recent release of truly top calibre productions. Wide screen, as differentiated from CinemaScope or any other anamorphic process, has come into use in many of the foreign markets, without exciting violent reaction either pro or con. As this World Market issue went to press, the trade in all corners of the earth awaited the first "off-shore" reaction to CinemaScope, due to make its debut in London last night.

Fear Government 'Aid'

Taxes, admission and other kinds, plague the industry in Great Britain, Denmark and Mexico, to name just a few, while government "aid" laws—their passage, expiration or mere contemplation—keep on tenterhooks the industries of France, Italy, Argentina and Mexico Trade restrictions are omnipresent, with the possible exception of Switzerland and one or two Latin American countries, while the dollar shortage—dollars with which to buy new equipment—today looms as important as it has at any time since the immediate post-war period.

Drive-in Opening Set

HARTFORD, Nov. 19.—A March opening is planned for the $150,000, 750-car capacity drive-in being built at Mansfield, Conn., by General Theatres, Inc., of which Morris Keppner and Lou Lipman are principal officers. The project is the first of several planned units for the West Hartford corporation.

$4,893,000 from Germany in 1952

WASHINGTON, Nov. 19. — U. S. film companies netted approximately $4,893,000 in Germany during 1952, Commerce Department film chief Nathan D. Golden reported. He said the gross for U. S. films was five-and-a-half times that much.

Variety Meet

(*Continued from page* 1)

its film about its charitable work at Boys' Ranch. The film showing is designed to stimulate interest in Variety's convention at Dallas next March.

The two-day meeting will be climaxed Saturday night by the Humanitarian Award dinner, held in conjunction with the annual dinner dance of the host tent, Washington Tent 11. Dr. Selman Waksman will be presented with the Humanitarian Award, while Jane Froman will get Tent 11's award as the show business personality of the year.

Earlier, on Friday night, delegates will attend a dinner given by Pepsi-Cola in honor of Beresin, and on Saturday afternoon they'll be guests of Coca-Cola at the Maryland-Alabama football game.

London Hails 'Robe'

(*Continued from page* 1)

CinemaScope production of 20th Century-Fox.

The concensus of opinion here is that Spyros Skouras, through the medium of "The Robe" and CinemaScope, has done much to further the prosperity of the industry. Many exhibitors stated that they are ready immediately to install the necessary screen and lenses, but doubt the necessity for the extra sound installation. The cost of the equipment also is a vital factor. The projection lenses used were made in Britain, while the screen was imported from the United States.

The seven-day Odeon run will be closely watched by all.

Blackmer Says Films Superior to Stage

HOLLYWOOD, Nov. 19.—The screen is a superior story-telling medium to the stage, and is having much more influence on the legitimate theatre than vice versa, Sidney Blackmer, a star in both fields, told UCLA theatre arts department students in an informal talk.

"Movie acting is more difficult than stage acting," Blackmer asserted, "and in its way requires the greater technical skill."

Blackmer, who appeared in the role of Frank Elgin in Clifford Odets' "The Country Girl" in key cities of the East earlier this year, has arrived here for some picture commitments.

Two New Firms File Certificates in N. Y.

ALBANY, N. Y., Nov. 19.—Two new firms have registered certificates here to conduct motion picture businesses in New York. They are Celtic Films, Inc., and Stock Scenes in Color, Inc.

Sees FCC Holding TV Outlets to 750

BOSTON, Nov. 19.—A Federal Communications Commissioner said that he doubted there would be more than 750 television stations authorized and on the air "in the immediate future."

The statement came from FCC member John C. Doerfer in a speech here before the Radio and Television Executive Association. Doerfer said at present there are 275 UHF stations authorized, of which 99 are on the air. As of Nov. 1, he said, there were 292 VHF stations under construction and 206 on the air. The total number of TV stations which the FCC could authorize, Doerfer said, would be 617 VHF and 1,436 UHF. However, he declared, he doubted that more than 750 would actually be authorized any time soon, based on pending applications and the Commission's current grant standards.

The FCC official also said he saw no reason why radio should not continue to prosper, despite TV competition. He also criticized industry officials who were suggesting that the Commission should minimize competition in the broadcasting field by restricting the number of its grants.

267 Weeks of Extra Time for 'The Robe'

Paced by what 20th-Fox described as record holdovers in first domestic and Canadian situations, "The Robe," in CinemaScope, to date has rolled up a total of 267 weeks of extra playing time.

The production, in its ninth week at the Roxy Theatre, New York, continues at an eight-week pace at the Los Angeles, Los Angeles; State Lake, Chicago, and the Fox, Philadelphia, with seven weeks currently at the Harris, Pittsburgh; Fox, Detroit; Buffalo, Buffalo; Villa, Salt Lake City; 5th Avenue, Seattle; Capitol, Washington; Orpheum, Kansas City, and the Fox, San Francisco.

Sixth weeks are in progress at the Hippodrome, Cleveland; Orpheum, Portland, Ore.; Radio City, Minneapolis; Metropolitan, Houston; and Memorial, Boston; while "The Robe" is playing to fifth week crowds at the Denver, Denver, and the Paramount, Syracuse. The following theatres are showcasing the production for a fourth week: Palace, Rochester; Fox, Spokane; Regent, Baltimore; California, San Diego; Albee, Cincinnati; St. Louis, St. Louis, and the Imperial at Toronto.

Drive-in for 'Scope Planned in Rochester

ROCHESTER, Nov. 19.—The first CinemaScope drive-in to be built in the Rochester area will be built for S. P. & D. Corp., of which Samuel H. Salone is president. To be known as the North Park, it will accommodate 700 cars, will have 350 seats for "walk-ins" and will cost an estimated $250,000. Opening is scheduled for early spring.

Rosenberg Buys 'Lion'

HOLLYWOOD, Nov. 19.—Production rights to "The Lion, "Cosmopolitan" magazine story by Eleanor DeLamater, have been acquired by Frank P. Rosenberg, independent producer.

TOA Training Film To Promote Courtesy Ready for Showing

"Courtesy Can Be Contagious," the first theatre staff training film produced by Filmack Trailer Co. in association with the Theatre Owners of America, is now being offered to exhibitors. The 15-minute subject was given its initial showing at the TOA convention in Chicago early this month and was presented to the press here yesterday at a luncheon jointly sponsored by TOA and Irving Mack, president of Filmack.

Although active selling of the subject has hardly started, Mack said that approximately 40 prints have been sold to circuits and independent theatre groups. It will be the policy to sell the prints outright, Mack said, although they may be rented by individuals for $10 a day. Circuits may buy the subject for $7.50 each, with a minimum cash outlay of $150. For $250, a large group of exhibitors may purchase the subject for circulation among themselves.

The Walter Reade circuit has purchased the pieture in 16mm. and 35mm. versions and, because of the turnover in personnel, plans to show the subject every three months to its staffs.

Professional Actors Used

"Courtesy Can Be Contagious" is a sincere effort to show the value of staff courtesy to patrons. Acted by professional players, it tells the story of a waiter whose wife gets discourteous treatment on the telephone when she asks a theatre cashier what is playing and the time of the feature's start. The waiter then poses as a well known senator, phones the theatre that he and his wife will attend that night and carries out his plan. The result is that the entire theatre staff is on its toes to please the supposed notable. Prior to his visit, scenes show the staff being inattentive to patrons. But the arrival of the "senator" and his wife puts new life into the theatre's personnel and their courtesy is noticed by all patrons. The manager then realizes that every patron is an important person and deserves the utmost in attention and courtesy.

No effort is made to "preach" in the picture, the assumption being that theatre staffs who see the film will realize the importance of courtesy to themselves and the theatre via the story.

A. S.

Tells of 'Hansel' Releasing Plans

"Hansel and Gretel," the first feature-length puppet production of Michael Myerberg Productions, will be available for release for the Easter holidays, it was disclosed here yesterday by Arthur Gray, Jr., president of Michael Myerberg Productions.

Gray was the guest speaker at the monthly meeting of the National Television Film Council, held at the Hotel Warwick. He utilized 16mm. "practice shots" to demonstrate the work of his firm. Gray said that the production would be completed about the first of the year, and a major film company would be selected as distributor. He indicated that the next production would be "Aladdin and His Lamp." Gray estimated that "Hansel and Gretel" cost about $1,000,000, taking into account the development of the process.

All-Purpose Theatre Seen by Fabian

An all-purpose theatre of the future was envisioned here yesterday by Si Fabian, president of Stanley Warner, in his address to the "Showmanship School," conducted by Associated Motion Picture Advertisers.

Predicted Fabian: "The motion picture exhibitor will be in the variety business. He will play CinemaScope, 3-D, 2-D, closed circuit television, presenting prize-fights, concert attractions, legitimate shows, and sports during his regular hours and important non-theatrical demonstrations, conventions and sales promotions in off-theatre hours, and he probably will be able to add in those future days the marvel of Cinerama to this remarkable range of entertainment for public presentation."

'Brotherhood Week'

(*Continued from page* 1)

will enlist the cooperation of exhibitors in their areas, are Harry C. Arthur, Jr., vice-president and general manager of Fanchon and Marco; John Balaban, president of Balaban and Katz; George Bowser, vice-president of National Theatres, and Robert J. O'Donnell, vice-president of Interstate Circuit, Inc.

The annual Brotherhood campaign is a major patriotic interest of exhibitors throughout the country. It offers, according to Skouras, an opportunity to serve the country by eliminating prejudice and promoting harmony among all Americans. Its climax comes during "Brotherhood Week," which this year will be observed Feb. 21-28.

'Our Responsibility'

"The motion picture industry, and in particular the exhibitor, is the closest contact with the public," Skouras said. "It is our responsibility to use this contact to keep our nation united and to make democracy a vital, living force."

Allied Stock-Buying Committee at Work

The Allied committee which was appointed to study the advisability of exhibitor investments in film companies is "carrying out the directives of the convention," Wilbur Snaper, Allied president and a committee member, said here yesterday. Snaper indicated that the committee had been working on the project, but he declined to be pinned down to facts.

"It is a very delicate subject," Snaper said, "and must be pursued cautiously."

Other members of the committee are Ben Marcus of Milwaukee, Nathan Yamins of Fall River, Mass.; Ruben Shor of Cincinnati and Jack Kirsch of Chicago. The stock-buying proposal was made at Allied's Boston convention where Trueman Rembusch suggested that exhibitors gain voting control of several major producing-distributing companies to initiate policies designed to insure against product shortages and the adoption of sales policies more desirable to independent exhibitors.

Fabian Ad Program

(*Continued from page* 1)

order to put vital and effective sales help in the hands of managers.

¶ Gearing the industry to test advertising campaigns for certain types of pictures, especially those that appeal to the more mature patron.

¶ Flexibity of selling methods.

¶ Enlistment of the industry's natural allies, allies whose prosperity depends in some degree upon the prosperity of the motion picture theatre.

Fabian, telling of his experience as the head of a 350-house circuit, said "you can write it down as a law of theatre operation that nothing succeeds like activity." He explained "that the theatre which is the center of consistent animation, regardless of occasional errors of judgment which are inevitable in our business—will hold its patronage and produce a profit."

Taking cognizance that his audience was composed mainly of distribution personnel, Fabian then outlined many of his chief recommendations.

"I have heard it said by an industry statistician that the volume of publicity emanating from Hollywood has dropped sharply from the pre-war days and it is obvious that this drop in volume may have an important bearing upon the lack of public response to pretty good pictures and may account for the failure of fine productions to make a profit." In this respect, he called for a coordinated effort on the Coast.

Asks Newspaper Aid

Regarding the need to enlist the cooperation of allied businesses, such as newspapers, Fabian declared, "It is my firm conviction that, if the theatre end of the industry had been more alert in its public relations with some of the leading newspapers of the country our fight to lift the Federal admission tax would not have been faced with the barrage of editorial criticism that hit the Mason Bill as President Eisenhower was considering the merits of our case."

The Stanley Warner top official, telling of the need for pre-test ad campaigns, cited the advertising messages for sophisticated comedies and sophisticated dramas. Said he: "Slick, smart, elegant campaigning for such pictures in large metropolitan areas may be entirely successful, but when they start playing in smaller situations, where the people are more folksey, such advertising ideas do not register and we have good entertainment which falters in its subsequent runs."

Press books, he maintained, are "largely unchanged from the pioneer days." Fabian claimed they "are particularly deficient in suggestions for the use of the new media, television and radio on the local level." He went on to say that they lack the required flexibility and impact in selling approach.

"It is a must for the industry," Fabian declared, "that close study should be given to a complete reform of the press book so that upon the booking of a picture. we are able to put vital and effective sales helps in the hands of our managers."

Sees Publisher-Contact Vital

Regarding natural allies, Fabian blamed the industry in a large measure for the "decline in the value of newspaper movie pages," maintaining that the industry has not maintained adequate contact with editors and publishers. A newspaper, he added, which permits its readers to drift away from the film page is not giving value for the premium advertising rates which are paid to daily newspapers.

Fabian, commenting on new screen techniques, said that they would first be adapted by the larger theatres, but as soon as it is established that the innovations pay, the innovations will be within the economic reach of the average theatre through mass production.

Spain Remittances

(*Continued from page* 1)

two-year pact, will be virtually exclusively on the Spanish situation. The proposed pact also provides that if the dollar availability does not reach 40 per cent, the difference can be worked out through compensation deals.

The 100 dubbing permits allowable per year, it was learned, is divided thus: 60 permits to the seven member companies of MPEA, 15 to local Spanish distributors for non-MPEA companies such as United Artists, Republic and Allied Artists, and 25 allotted to independents. It also contains a clause allowing a review of the number of permits issued per year.

The cost to American distributors of a permit for a black-and-white feature will be 600,000 pesetas, or about $15,000, in the official exchange rate, according to the proposed pact, while the permit for a color, 3-D, or a wide screen feature permit would be 700,000 pesetas, or about $15,500.

Polaroid Swamped With 3-D Orders

Commenting on *Motion Picture Daily's* story yesterday of renewed exhibitor interest in 3-D films and equipment, generated by the new group of higher quality 3-D releases now coming on the market, a spokesman for Polaroid said:

"Your story was right on the beam as far as we're concerned. Polaroid has so many orders for glasses it can't fill them all. It's really fantastic."

SIMPP Export

(*Continued from page* 1)

Faris, head of the society's Coast office. The trio left last night for Washington.

Arnall said yesterday that he, Lessing and Faris were endeavoring to gather information on foreign markets which would be of value to SIMPP members. He said that they were concerned over the scarcity of information in regard to procedure in various countries, especially as they relate to permits, licenses and general interest in independent productions. He added that SIMPP was following closely the negotiations with Spain for a new two-year film pact with the American film industry.

In Washington, Arnall, Lessing and Faris will confer with representatives of the State and Commerce departments regarding future activities of SIMPP's expert association abroad. Arnall plans to return to New York in about two weeks.

NOTICE!

WARNER BROS. TRADE SHOW NOVEMBER 23

FERNANDO LAMAS · ARLENE DAHL · GILBERT ROLAND

in "THE DIAMOND QUEEN"

IN THRILLING COLOR!

A Melson Production • Distributed by WARNER BROS.

ALBANY
Worner Screening Room
110 N. Peorl St. • 8:00 P.M.

ATLANTA
20th Century-Fox Screening Room
197 Wolton St. N.W. • 2:00 P.M.

BOSTON
RKO Screening Room
122 Arlington St. • 2:30 P.M.

BUFFALO
Motion Picture Operotors Sc. Rm.
498 Peorl St. • 8:00 P.M.

CHARLOTTE
20th Century-Fox Screening Room
308 S. Church St. • 2:00 P.M.

CHICAGO
Worner Screening Room
1307 So. Wabash Ave. • 1:30 P.M.

CINCINNATI
RKO Palace Th. Screening Room
Palace Th. Bldg. E. 6th • 8:00 P.M.

CLEVELAND
20th Century-Fox Screening Room
2219 Payne Ave. • 2:00 P.M.

DALLAS
20th Century-Fox Screening Room
1803 Wood St. • 2:00 P.M.

DENVER
20th Century-Fox Screening Room
2101 Champa St. • 2:00 P.M.

DES MOINES
Poramount Screening Room
1125 Nigh St. • 12:45 P.M.

DETROIT
Film Exchonge Building
2310 Cass Ave. • 2:00 P.M.

INDIANAPOLIS
20th Century-Fox Screening Room
326 No. Illinois St. • 1:00 P.M.

JACKSONVILLE
Florida Theatre Bldg. Sc. Rm.
128 E. Forsyth St. • 4.00 P.M.

KANSAS CITY
20th Century-Fox Screening Room
1720 Wyandotte St. • 1:30 P.M.

LOS ANGELES
Warner Screening Room
2025 S. Vermont Ave. • 2:00 P.M.

MEMPHIS
20th Century-Fox Screening Room
151 Vance Ave. • 12:15 P.M.

MILWAUKEE
Warner Theatre Screening Room
212 W. Wisconsin Ave. • 2:00 P.M.

MINNEAPOLIS
Worner Screening Room
1000 Currie Ave. • 2:00 P.M.

NEW HAVEN
Warner Theatre Projection Room
70 College St. • 2:00 P.M.

NEW ORLEANS
20th Century-Fox Screening Room
200 Liberty St. • 2:00 P.M.

NEW YORK
Home Office
321 W. 44th St. • 2:15 P.M.

OKLAHOMA
20th Century-Fox Screening Room
10 North Lee St. • 1:30 P.M.

OMAHA
20th Century-Fox Screening Room
1502 Davenport St. • 1:30 P.M.

PHILADELPHIA
Warner Screening Room
230 No. 13th St. • 2:00 P.M.

PITTSBURGH
20th Century-Fox Screening Room
1715 Blvd. of Allies • 1:30 P.M.

PORTLAND
Star Sc. Rm.
925 N. W. 19th Ave. • 2:00 P.M.

SALT LAKE CITY
20th Century-Fox Screening Room
316 East 1st South • 1:00 P.M.

SAN FRANCISCO
Republic Screening Room
221 Golden Gate Ave. • 1:30 P.M.

SEATTLE
Modern Theatre
2400 Third Ave. • 10.30 A.M.

ST. LOUIS
Strenco Screening Room
3143 Olive St. • 1:00 P.M.

WASHINGTON
Warner Theatre Building
13th & E. Sts. N.W. • 7:30 P.M.

INDISCRETION

of an American Wife

starring

JENNIFER JONES - MONTGOMERY CLIFT

The first American-Language film from "the world's most romantic director," the greatly gifted

VITTORIO DE SICA



FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 74. NO. 99 NEW YORK, U. S. A., MONDAY, NOVEMBER 23, 1953 TEN CENTS

Short Subjects Too

Disney to Use 'Scope Widely On New Films

Includes Donald Duck And '20,000 Leagues'

From now on every subject of Walt Disney Productions that lends itself will be made for wide-screen projection in CinemaScope, Roy Disney, president of Walt Disney Productions, said here at the weekend before his scheduled departure for the Coast.



Roy Disney

Production is currently underway, he said, on "20,000 Leagues Under the Sea," which will be released in CinemaScope. He said a Disney camera unit is now in Switzerland experimenting with CinemaScope projection for a True-Life film;

(*Continued on page 7*)

M-G-M Sets 10 For 4 Months

M-G-M will release 10 pictures during the first four months of 1954, according to a schedule announced by the company at the weekend. All of the pictures will be in color with the exception of one, namely "The Great Diamond Robbery." Two will be released in CinemaScope. These are "Knights of the Round Table" and "Rose Marie."

There will be three pictures re-

(*Continued on page 7*)

Commons Attacks NFFC Continuance

By PETER BURNUP

LONDON, Nov. 22. — Virulent criticisms from both sides of the House of Commons greeted the introduction by the government on Friday of the bill to extend the National Film Finance Corp. for another three years.

Criticisms by Tory members singled out British Lion and its indebtedness

(*Continued on page 7*)

Decree Led Disney Into Distribution Of 'Desert,' 'Ben and Me' Package

The Federal consent decree, especially the one applied to RKO Pictures, led Walt Disney Productions to set up its own distribution of "The Living Desert" and "Ben and Me" package, it was disclosed here at the weekend by Roy Disney, president of Walt Disney Productions.

Disney explained that RKO lawyers advised him that RKO—the regular outlet for Disney productions—could not handle the package, indicating that it might be construed as "conditioning" the sale of one film on the purchase of another, prohibited by the Federal decree. On the other hand, the Disney organization felt that the only way to amortize the costs of "Ben and Me," estimated to be $400,000 and said to be Disney's most expensive short, would be to sell it as a package with "Living Desert." To accomplish this, Disney set up the subsidiary Buena Vista Corp., which is distributing the two films as a unit.

Five-Man COMPO Group to Promote Press Relations

A five-man committee to recommend a program of expanded press relations to the three co-chairmen of the Council of Motion Picture Organizations has been appointed, it was revealed here at the weekend by Robert W. Coyne, COMPO's special counsel.

The committee, which is authorized to expand its membership if that is deemed advisable, consists of Oscar A. Doob of M-G-M, Maurice Bergman of Universal, Harry Goldberg of Stanley Warner Theatres, Harry Mandel of RKO Theatres and Art Arthur of the Motion Picture Industry Council of Hollywood. The committee will choose its own chairman at a meeting to be held in the near future.

Appointment of such a committee was decided at the annual meeting of the COMPO executive committee held on Sept. 21 at the Astor Hotel here, following press criticism of the industry's efforts to obtain exemption from the 20 per cent admission tax.

More Playing Time For Bigger Films Urged by Grainger

More playing time for bigger pictures was seen as the answer to the product shortage by Edmund Grainger, RKO Pictures executive producer, who is here from the Coast.



Edmund Grainger

Grainger said that in today's market there is no use of producing "ordinary" pictures which, he said, help neither the producer nor the exhibitor. As to the problem of smaller subsequent runs, Grainger said that there was no ready answer, but evolution would iron out their role. Many, but ordinary pictures, he emphasized, is not the solution.

As to new techniques, RKO Pic-

(*Continued on page 7*)

'Cease Fire!'

[*Hal Wallis-Paramount-3-D*] *Hollywood, Nov. 22*

THIS is Korea. These are United Nations soldiers. This is the day of the cease-fire. These United Nations soldiers are members of a patrol sent to find out whether the enemy intends to honor the cease-fire when it comes, and this film is the firing-line picture this industry has been trying vainly to counterfeit convincingly with professional actors on studio stages or backlots for half a century. Some of those counterfeits were pretty profitable product in spite of their artificiality. This picture, photographed on embattled Korean soil and performed by United Nations servicemen, figures to set an all-time high among its kind.

Producer Hal Wallis took the straight-line approach to his undertaking by disposing at once of all the dispensable trappings of picture production. He went to where the war was. He got the cooperation of the UN

(*Continued on page 7*)

Within the Year

European Pool In Competition With US Seen

Lux Film Also Says It May Produce Over Here

By ARGEO SANTUCCI

ROME, Nov. 22.—Formation of a "European film pool" within the next year to produce films for a "free" European market and for export elsewhere is considered likely, according to the report of the board of directors of Lux Film.

Aim of the pool would be to break down the nationalistic barriers which circumscribe production and distribution here and thereby put the European film on a sounder competitive footing with Hollywood production. Films successful in a wide European market, it is believed, would also be successful in America and elsewhere.

Protective legislation, the report asserts, while intended to benefit native films, actually has the opposite result by setting up retaliatory barriers and restrictions elsewhere against the home product. The resultant restricted distribution and ex-

(*Continued on page 7*)

100 Attend Variety Meet

WASHINGTON, Nov. 22.—Variety Clubs International has received an application to set up a new tent in Melbourne, Australia, the first tent in the Southern Hemisphere.

This was announced by international chief barker Jack Beresin at the mid-winter Variety conference here Friday and Saturday. The meeting was attended by approximately

(*Continued on page 7*)

Zanuck Honored by Nation, Trade, SPG

HOLLYWOOD, Nov. 22.—Darryl F. Zanuck was honored by his nation, state and city, along with his industry and his fellow craftsmen, tonight at the Screen Producers Guild's third annual Milestone Dinner at the Statler Hotel.

Don Thornton, Governor of Colorado, representing President Eisen-

(*Continued on page 7*)

Personal Mention

ALFRED CROWN, RKO Radio foreign manager, will return to New York today from Europe and the Far East.

•

EDMUND C. GRAINGER, JR., son of the head of RKO Theatres' film booking department, has been admitted to practice before the U. S. Supreme Court.

•

JACK DAGAL, Warner Brothers supervisor for Japan, Formosa and Hong Kong, has arrived in Hollywood from New York, en route to Tokyo.

•

RICHARD E. WAGER, of the RKO Theatres statistical department, was married on Saturday to MARY ROSALIE VERRE at the Regina Pocis Votive Shrine in Brooklyn.

•

ADMIRAL RICCARDO PONTREMOLI, executive director of Thetis Films, of Italy, and COMMDR. CARLO COLONNA, production chief, will arrive in New York today from Rome.

•

H. M. BESSEY, Altec Service Corp. executive vice-president, and MARTY WOLF, assistant general sales manager, are in Charlotte from New York.

•

LYDIA JOEL, editor of "Dance Magazine," will be married in Teaneck, N. J., on Thursday to EDWIN MILLER, entertainment editor of "Seventeen."

•

MAX A. COHEN, president of Cinema Circuit, is due back here today from Europe aboard the "S.S. Liberte."

•

W. B. ZOELLNER, M-G-M short subject and news reel sales manager, will return here today from a tour of Midwest exchanges.

•

CHARLES EINFELD, 20th Century-Fox vice-president, will return to New York today from the Coast.

•

FRITZ GOODWIN, M-G-M studio publicist, has arrived here from the Coast.

Skouras on Coast; At Zanuck Tribute

HOLLYWOOD, Nov. 22.—Spyros P. Skouras, president of 20th Century-Fox, will spend this week here. Tonight he attended the Screen Producers Guild's third annual Milestone Dinner, which honored Darryl F. Zanuck, vice-president of the company in charge of production. Skouras will return to New York at the weekend.

Paramount '63' Union Parleys Are Delayed

The meeting between Paramount management and Local H 63 of the Home Office Employes Union, scheduled for Friday, was postponed until this week. A new contract for the home office white collar workers is expected to result from the session.

Moropticon Showing In Phila. Wednesday

The first out-of-town key city exhibitor demonstration of Moropticon, one-strip 3-D projection process, will be held in Philadelphia on Wednesday in the Stanley Theatre. Exhibitors throughout the Philadelphia area have been invited to the showing. Other key city demonstrations are being arranged.

More than 70 representatives of distribution and exhibition attended a Moropticon demonstration at the Capitol Theatre here on Friday when scenes from Universal's "Son of Cochise" were screened in both the two-projector and the Moropticon methods.

Fox Compares Methods

Matthew Fox, chairman of the Pola-Lite Co., who presided at the demonstration, compared the progress of 3-D to the trial-and-error periods experienced in the early days of sound and in the development of television, citing "the real trouble with 3-D projection has been the problem caused by throwing two images on the screen from two separate light sources." He said that "no degree of mechanical synchronization can attain the constancy of image possible through the projection onto the screen of both images from a single light source, from one projection machine."

Richard Morros, who heads the technical team for Moropticon, will be in Philadelphia today to arrange for the demonstration.

Faris Meets Golden On Film Exports

WASHINGTON, Nov. 22.—Marvin L. Faris, executive secretary of the Society of Independent Motion Picture Producers, contacted Commerce Department officials here Friday for information aimed at aiding SIMPP members to step up their film exports.

Faris is also secretary of SIMPP's newly-formed export group, the Independent Motion Picture Export Association. He said he had met with Commerce Department film chief Nathan D. Golden and other Commerce officials to get information about overseas markets that would help the new association serve its members. He returned to New York over the weekend.

Asks Public Action Against Crime Films

WASHINGTON, Nov. 22.—Deputy Attorney General William P. Rogers called on law enforcement officers throughout the country to rouse public opinion against films, radio and TV programs and books which "glorify crime and sadism."

RKO Managers Meet On 'Robe' Showing

A meeting on the exhibition of "The Robe" was held here on Friday by division managers and managers of RKO Theatres. "The Robe" will play the RKO circuit during the Christmas season.

'Robe' in London Opens to Capacity

LONDON, Nov. 22. — "The Robe" played to capacity audiences at its opening on Friday at the Odeon Leicester Square Theatre, following a 10:00 A.M. showing which drew comfortable business and then built to capacity for the four succeeding shows.

While the press reception was mixed, sidewalk comments were laudatory. Indications are that the Odeon will break all grossing records over the weekend, with the exception of "The Queen Is Crowned," the theatre's record.

Big Pictures Go Well in India

The Indian market, similar to the domestic market, supports big pictures while poorer and less spectacular films fall by the wayside, Keki Modi, Indian production-exhibition leader, said here at the weekend.

Modi said he was visiting the U. S. to set up a global distribution deal with an American film company for the distribution of "Queen of Jhansi," which he said is the first film made in India with an eye to the international market. He said the film is the first one made by an Indian firm in color by Technicolor, adding that it was India's most expensive film, estimating the cost at $1,600,000. If the film would have been made in Hollywood, he estimated the cost at $4,500,000. The feature, he added, is bilingual, with an English-speaking version available.

B'nai B'rith Dinner In Capital Tonight

Past presidents Martin Levine, Jack H. Levin and S. Arthur Glixon will represent New York's Cinema Lodge of B'nai B'rith at the 40th anniversary dinner of the Anti-Defamation League of B'nai B'rith at the Hotel Mayflower in Washington tonight at which President Eisenhower is to receive the League's special award.

An hour-long telecast written by Richard Rodgers and Oscar Hammerstein, 2nd, and saluting the ADL for its fight against intolerance and bigotry and for its advancement of American democratic principles will be carried "live" and by kinescope by all four television networks for simultaneous and delayed telecasts.

Barney Balaban, president of Paramount Pictures, is chairman of the committee of sponsors of the 40th anniversary events which began Saturday. Louis A. Novins, Balaban's assistant at Paramount, is chairman of the arrangements committee.

Indefinite 'Robe' Run

Due to an error in cable transmission, "The Robe," which had its London premiere Thursday evening at the Odeon Leicester Square Theatre was said to have been booked for seven days. The run will be indefinite.

Will Seek Changes In Proposed Spain Film Agreement

Further negotiations on the proposed Spanish film pact were advised following a meeting here on Friday of the Motion Picture Export Association.

The MPEA was described as endorsing many of the Spanish proposals in principal, while noting its reservations on a number of aspects. As to the number of film permits, the MPEA felt that they should be raised from the 136 offered for the interim and the one-year period beginning June 1, 1954, to 145 permits. It was also felt that the duration of the proposed agreement be limited to one year, instead of two, as proposed by Spain. Clarification of the dollar remittance arrangement also should be sought, the MPEA stated.

List to Move Into RKO Building Here

Albert A. List, chairman of the board of directors of RKO Theatres and principal stockholder, will move into the Rockefeller Center headquarters building here of the RKO circuit, occupying offices on the 17th floor.

The move-over will take place early this week following the consolidation of RKO offices on the 17th floor. There is a possibility that List's business associate, Dudley G. Layman, recently elected a director of the company, may also occupy an office on the same floor. Accompanying List will be a staff of nine people.

List, whose total investment in the RKO circuit will run to $6,000,000, was said to have decided on the move-over in order to be close to his base of business operations.

Mass. Mayor Revokes His Ban on 'Moon'

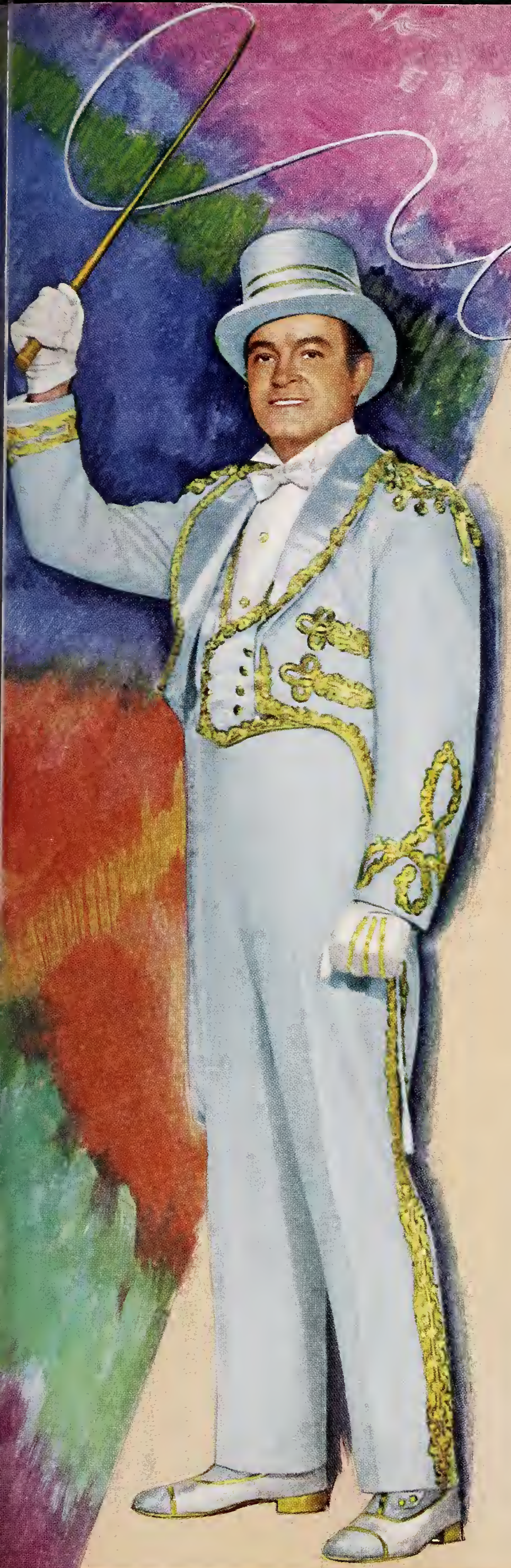
BOSTON, Nov. 22.—Mayor J. J. Buckley of Lawrence, Mass., on Friday withdrew his objections to exhibition there of "The Moon Is Blue" and trial of the action contesting his banning of the picture, which had been scheduled for tomorrow, was cancelled.

Joe Liss, general manager of Stanley Warners' Massachusetts theatres, and Harry Segal of United Artists will set new playdates for the film at the Broadway Theatre, Lawrence.

Northeastern Group Altec Drive Leader

Standings in the ninth week of the ServiScope campaign of Altec Service Corp., as reported by Marty Wolf, national sales captain, show the company's Northeastern division, under C. S. Perkins, still on top for divisional honors. Fred Hall, Northeastern branch manager, and Ray Doyle, field engineer attached to F. C. Dickely's Central division, have increased their leads for managerial and field engineer prizes.

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"BOYS, CRACK THE WHIP OF SHOWMANSHIP FOR

Your Greatest Christmas And New Year Show From Paramount!

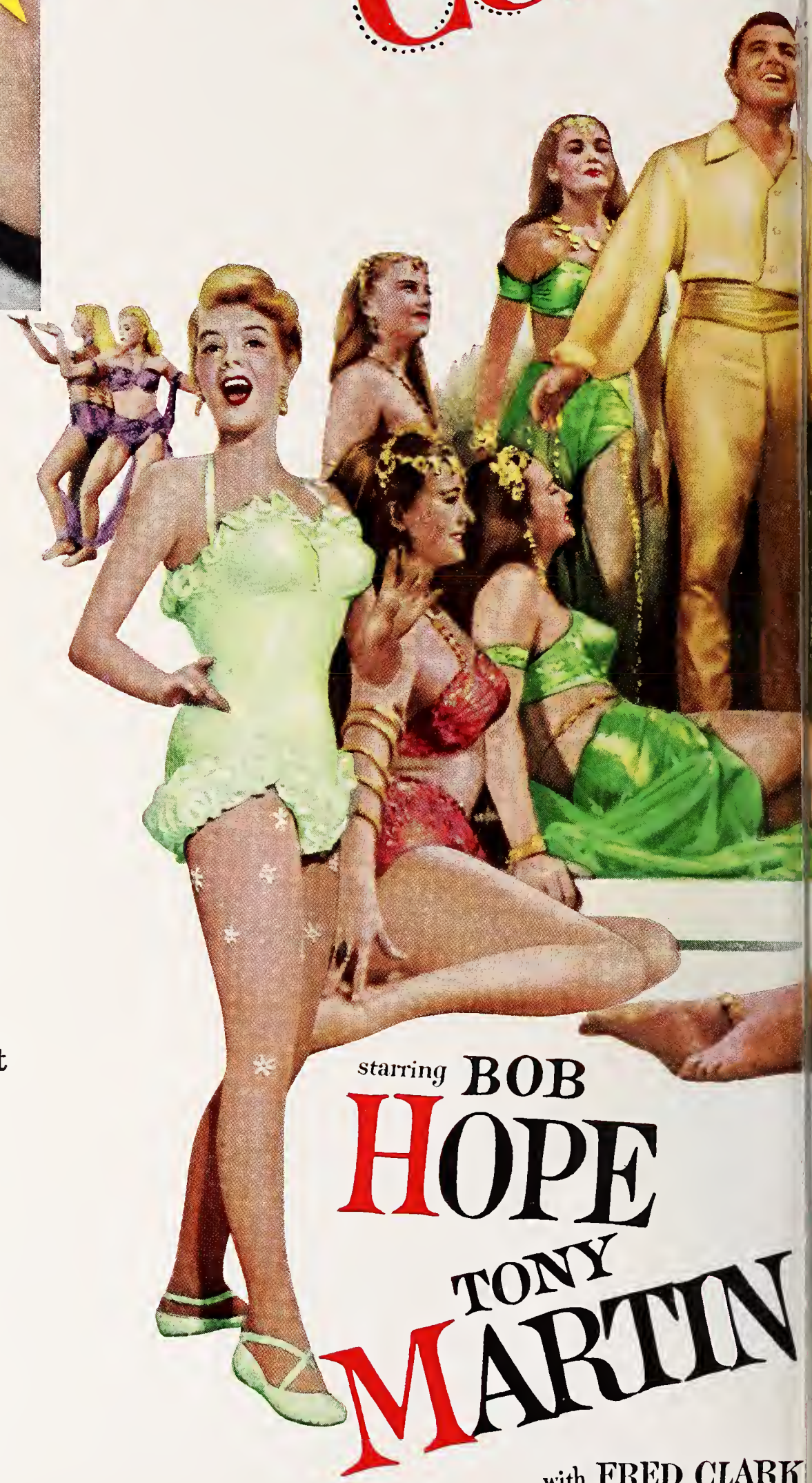
"OPULENCE is the million-dollar word to tag this terrific show. Just dig these satin-and-gold dungarees they've got *me* in! But what I like best are the girls, girls, girls!

"Paramount has really let go with everything they've got — stars and songs and sets, all so dazzling they've ordered extra prints so that theatres everywhere can play it for the holidays. It's hot to book and sizzling to see, so

please turn the page...



HERE COME



starring BOB HOPE TONY MARTIN

with FRED CLARK

ALL THIS, PLUS
PARAMOUNT'S MOST
INTENSIVE POINT-OF-SALE
PENETRATION EVER...

Giant promotion with local tie-in posters for stores in hundreds of cities. National advertising, radio and TV coverage, color newspaper ads and special accessories. Hard-hitting assistance all the way and all timed to grabbing top holiday interest. Paramount's most opulent Christmas-New Year attraction is backed by the smash campaign that will assure record results in boxoffice performance . . .

THE GIRLS

AND WHAT A HOLIDAY SHOW! IN COLOR BY TECHNICOLOR



AND THE MOST BEAUTIFUL GIRLS IN THE WORLD!

ARLENE DAHL

ROSEMARY CLOONEY

co-starring

Millard Mitchell · William Demarest

ROBERT STRAUSS · Produced by PAUL JONES · Directed by CLAUDE BINYON

Screenplay by EDMUND HARTMANN and HAL KANTER



"And I'm Beating The Too For

PARAMOUNT'S WORLD-BEATERS TO START 1954..."

DEAN MARTIN and **JERRY LEWIS**
in Damon Runyon's
MONEY FROM HOME
A Hal Wallis Production
in 3-D • Color by Technicolor

GINGER ROGERS · WILLIAM HOLDEN · PAUL DOUGLAS
in **FOREVER FEMALE**
with James Gleason • Pat Crowley

ROSEMARY CLOONEY · JACK CARSON · GUY MITCHELL
PAT CROWLEY · GENE BARRY · CASS DALEY · JOANNE GILBERT
in **RED GARTERS**
The Great American Musical • Color by Technicolor

FERNANDO LAMAS · RHONDA FLEMING
in **JIVARO**
in 3-D
Color by Technicolor

DANNY KAYE · MAI ZETTERLING
in
KNOCK ON WOOD
Color by Technicolor

ELIZABETH TAYLOR · DANA ANDREWS
PETER FINCH
in **ELEPHANT WALK**
Color by Technicolor

For your Christmas-New Year show
and every show in '54, book
PARAMOUNT NEWS
and
PARAMOUNT SHORTS

PRINTED IN U.S.A.

Lux Film

(Continued from page 1)

hibition of native films in Europe imposes upon production economic limitations which make it difficult to compete with Hollywood.

The Lux directors' report points out that success in establishing a strong European film industry would render unnecessary all restrictions on the importation of American films.

The report also discloses that Lux is considering the possibility of engaging in production in America.

Lux Film (U.S.A.) Inc. and Lux Film Distributing Corp. which operated in the U.S. but became inactive following establishment there of I.F.E. "will probably be amalgamated under the title Lux Film America to handle production activities in the United States," the report says.

Dr. Renato Gualino, vice-president of Lux, is managing director of I.F.E. and president of the International Federation of Film Producers Associations.

Lux reported a profit of $270,000 for the year ended last June 30.

Variety Clubs

(Continued from page 1)

100 delegates from every state, Canada and Mexico.

Beresin gave a report on his recent European tour, and told the delegates there soon would be new tents in Paris and Rome. "This country has exported many great things to Europe," he said, "but the greatest export of all was exporting the religion of the Variety Clubs to the showmen of the British Isles and the Continent."

Commenting on the Melbourne application, Beresin said he expected this would be the only tent in Australia, since he doubted that any other city would provide enough members to warrant a separate tent.

John Rowley of Dallas outlined plans for the Variety spring convention in Dallas next March 21-24 at the Adolphus Hotel. Colonel William McCraw, executive director of Variety Clubs International, read a memorial tribute to the late "Chick" Lewis, praising the work Lewis had done for Variety and for the Will Rogers Memorial Hospital.

Fund raising activities and suggestions were covered in reports from past chief barker Michael Lewis of Houston; William Koster, executive secretary of the Boston tent; and George Hoover of Miami.

NFFC Bill

(Continued from page 1)

of £3,000,000 to the NFFC, and Sir Alexander Korda, associated with that company, as targets.

"Korda is better accustomed to lush days than to these harsh economic ones," one member said. A labor member characterized the bill as "government insolence more fitting as a prospectus for a South Sea Bubble company than a statutory instrument purporting to protect public funds."

The same member, filibustering out the time allotted to discussion of the bill, spoke for 137 minutes. He bluntly described British Lion as "this bankrupt company" and declared NFFC was formed primarily to rescue it from a £3,000,000 debt incurred in the lush, rash days.

The bill having been talked out, the government now must reintroduce it.

'Cease Fire!'

(Continued from page 1)

command. He selected soldiers who knew their subject better than actors could learn it and supplied them with lines and business they handled as familiarly as their carbines. He sent them through experiences they had been through and over terrain they had fought across and back again and again. They take an audience hand-in-hand with them on the screen.

The picture is in black-and-white 3-D of the highest order and as projected on the proscenium-wide screen at the Paramount studio achieves an astounding degree of intimacy. (As there is no reliance on "gimmicks" or other mechanical devices of stimulation, it appears a certainty that it would lose little, if any, impact if shown in standard dimensions.) The story and direction by Owen Crump and the script by Walter Doniger must be credited with much of the responsibility for that intimacy, for they make only the most moderate use of the service humor, the sentimental incident and the chest-beating oratory so uniformly employed by the producers of studio pictures of similar vein. The soldier-actors and the expert cameramen under direction of Ellis W. Carter have at least equal right to recognition.

"Cease Fire!" is not, it should be made clear, a documentary, as the term is generally applied, yet it has all the assets of the documentary—legitimacy, validity, authenticity—with none of the dreary narration and stuffy statistics.

It is not strictly a story picture, either, for the story it tells is a true story lived over and over in this same terrain by these same soldiers, and in countless others by others.

It is, in short, a fine use of the motion picture camera and screen in the interests of entertainment, of information, possibly eventually of history, but primarily and abundantly of entertainment.

Running time, 85 minutes. General audience classification. For January release.

WILLIAM R. WEAVER

M-G-M Sets 10

(Continued from page 1)

leased during January and as many in April. There will be two in February and a like number in March.

Heading the list will be "Give A Girl A Break," starring Marge and Gower Champion and Debbie Reynolds, followed by "Knights of the Round Table," M-G-M's first in CinemaScope, starring Robert Taylor, Ava Gardner and Mel Ferrer, and "The Great Diamond Robbery," starring Red Skelton.

In February, there will be "Saadia," starring Cornel Wilde, Mel Ferrer and Rita Gam, and "The Long, Long Trailer," starring Lucille Ball and Desi Arnaz.

During March there will be "Tennessee Champ," starring Shelley Winters, Dewey Martin and Keenan Wynn, and "Rose Marie," the company's second in CinemaScope, starring Ann Blyth, Fernando Lamas and Howard Keel.

For April, there will be "Gypsy Colt," starring Donna Corcoran, Ward Bond and Frances Dee "Rhapsody," starring Elizabeth Taylor, Vittorio Gassman and John Ericson, and "Flame and the Flesh," starring Lana Turner, Pier Angeli and Carlos Thompson.

Set Plans Today for 'Pinocchio' Reissue

BOSTON, Nov. 22.—Plans for the re-release of Walt Disney's "Pinocchio" in the New England area in mid-February will be revealed to approximately 150 exhibitors here tomorrow by representatives of RKO Radio's home office and the Disney organization. A saturation area premiere will be outlined at a luncheon in the Hotel Statler.

The exhibitors will be addressed by Nat Levy, RKO division manager; Mervin Houser, director of advertising-publicity; David Cantor, exploitation manager; Leo Samuels, Disney's sales manager; Charles Levy, Disney's Eastern publicity manager, and Vincent Jefferds, tie-up manager for Disney.

Roy Disney

(Continued from page 1)

in a few months, he added, there will be a number of Donald Duck shorts in CinemaScope available for release.

The next feature-length Disney cartoon, "Lady and the Tramp," he said, will be ready for release in about a year. From 15 to 18 Disney units, he added, are working around the globe on additional films for Disney's True-Life series.

The Disney organization on the Coast, he said, is experimenting with a number of wide-screen processes, among them RKO Pictures', to be used on the re-release of "Fantasia," but no decisions have been made as yet.

Regarding TV, Disney said work is progressing on a format for a Disney television show to emanate from the studio. When the format is completed, it was explained, network affiliation will be sought.

Television was seen by Disney as strictly an exploitation medium for theatrical pictures. He repeated that as far as old Disney films going to television, the economics of the situation rules out such a possibility today with the TV market offering "peanuts" for pictures.

Zanuck Honored

(Continued from page 1)

hower; California Senator William F. Knowland, Governor Goodwyn Knight and Los Angeles Mayor Norris Poulson bespoke their constituency's esteem for Zanuck as a business executive and as a citizen.

S.P.G. president Carey Wilson made the presentation of an award to Zanuck, who praised the Guild as a great force for unity in the production branch of the industry.

Jack Benny "emceed" a brilliant entertainment program.

Graburn Leaves Odeon

TORONTO, Nov. 22.—L. M. Graburn has resigned his post as publicity director of Odeon Theatres, Ltd. He joined Odeon in 1946.

Grainger

(Continued from page 1)

tures, he said, is maintaining a flexible policy and will make pictures in the process most favored by the public. He added that RKO is considering CinemaScope, in addition to experimenting with its own wide-screen anamorphic process. All of RKO's 3-D pictures, he added, will also be available in conventional form.

Grainger, who had just seen a screening of Walt Disney's "Rob Roy, the Highland Rogue," praised the picture as being one of Disney's best features. In his emphasis on bigger but fewer pictures, Grainger thus lined up with the sentiments expressed by Darryl F. Zanuck, vice-president in charge of production for 20th Century-Fox.

Regarding RKO's line-up of releases for the next four months, Grainger said there would be seven, including the following: "The French Line," 3-D, in color by Technicolor; "Carnival Story," Technicolor; "She Had to Say Yes," "Rob Roy, the Highland Rogue," Technicolor; "Son of Sinbad," 3-D, Technicolor; "Secret Mission," a tentative title; "Target Earth," another tentative title, and "Jet Pilot," Technicolor.

While in New York, Grainger said he will negotiate for two plays and a number of novels.

Shooting within the next 10 days, he added, will begin on "Susan Slept Here" and "The Big Rainbow." He said RKO Pictures has at least 15 story properties and there is "plenty of money available" for production. Dick Powell, he said, is preparing to produce "Long Wire" and "The Conquerors" for RKO. Grainger said he would return to the Coast late this week.

76,000 Titles Are in Government Records

WASHINGTON, Nov. 22. — The Library of Congress has published two new film catalogues, affording—together with one previously issued—a complete listing of all motion pictures copyrighted in the U. S. from 1894 through 1949. One of the new volumes covers the years 1894 to 1912, while the other covers the years 1940 to 1949. In 1951, the Library issued a catalogue for the years 1912-1939.

The Library said the three catalogues "provide an unbroken, 55-year record of the copyright registration of more than 76,000 motion pictures in this country." Foreign films registered for U. S. copyright are also listed. Much of the information in these volumes has been available previously only after prolonged search in the copyright office, the Library said.

The 1894-1912 volume consists of 92 pages and sells for $2. The 598-page volume for the 1940-1949 period is $10. The earlier 1,250 page catalogue for 1912-1939 sells for $18.

Allied Artists Slates Three for December

Three films will be nationally released in December by Allied Artists, according to Morey R. Goldstein, vice-president and general sales manager. They are "Dragonfly Squadron," scheduled for Dec. 27; "Texas Bad Man," Dec. 20, and a Bowery Boys comedy, "Private Eyes," Dec. 6.



Jennifer Jones as Mrs. Howard Forbes of Philadelphia, co-starring with Montgomery Clift in Vittorio De Sica's first American-language production, "Indiscretion of an American Wife," a property of The Selznick Company.

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 74. NO. 100 NEW YORK, U. S. A., TUESDAY, NOVEMBER 24, 1953 TEN CENTS

Phila. Highest

$7,973,000 in Theatre Taxes Go to Cities

13 Localities Collect on Film Admission Tickets

WASHINGTON, Nov. 23.—Thirteen out of the 41 largest U. S. cities collected taxes on the receipts of motion picture theatres or other entertainment in 1952, the U. S. Census Bureau reports.

Total collections for these 13 cities were put at a record $7,973,000. No indication was given as to how much came from theatre receipts and how much from other entertainment.

Largest collections were reported by Philadelphia, with $2,998,000. Chicago was next with $1,719,000 and Pittsburgh was third with $1,090,000.

Other cities included in the census list were: Seattle, $494,000; New Orleans, $450,000; Cleveland, $406,000; Cincinnati, $250,000; New York, $133,000; St. Louis, $132,000; San Diego, $124,000; Columbus, $107,000; Akron, $64,000; Washington, $6,000.

Variety Clubs Get Bid to Hold 1955 Convention Here

WASHINGTON, Nov. 23.—Variety Clubs International has been invited to hold its 1955 spring convention in New York City.

The invitation, instigated by the New York tent, was wired by Mayor Impellitteri as 100 Variety delegates finished their two-day mid-winter conference at the Statler Hotel here over the weekend. Variety International has not met in New York City in several years, members said.

The two-day meeting wound up the Humanitarian Award dinner, held in

(*Continued on page* 6)

Conclude 18-month Pact with Spain

An 18-month agreement with Spain, calling for 145 permits for member companies of the Motion Picture Export Association, has been concluded, is was disclosed here yesterday by the MPEA. Eric A. Johnston, MPEA president, has directed Griffith John-

(*Continued on page* 4)

Agency Newspaper Ad Gives a 'Lift' To The Industry

What was considered one of the best pieces of public relations for the industry was displayed here yesterday in a full page advertisement in the New York "Times" and the "Herald Tribune," inserted and paid for by the advertising firm of Donahue & Coe. Under the over-all heading of "The Big Squeeze and the little woman," the copy played up the point that after experiencing the problems of the day, the best form of relaxation is the motion picture theatre.

As explained by Ed Churchill, president of Donahue & Coe, the idea stemmed from an actual situation; a member of the agency's personnel, after a hard day's work, found that his tension disappeared after an evening in a film theatre. The next day, he prepared a piece of copy which reflected his feelings and showed it to Churchill who liked it so much that he decided to run it in the two newspa-

(*Continued on page* 4)

'U' Makes Deal to Use Moropticon

Negotiations have been concluded with Universal-International to make "Taza—Son of Chochise" available to exhibitors in the new Moropticon, one-strip 3-D projection system, it was disclosed here yesterday by All-Dimensions, Inc.

Universal-International plans to release the picture early in February it was stated. Exhibitors already equipped for 3-D with two-print projection also will be served with prints, it was added.

"Taza—Son of Cochise," in color, is the first major company 3-D attraction to be available in both the conventional 3-D system and Moropticon.

$23,583 for ND-Ia. Game

Over 20,000 patrons paid an estimated $23,583 on Saturday to see the theatre telecast of the Notre Dame-Iowa football game in 13 cities, bringing the total estimated revenue for the five-game theatre TV series to $64,500.

Bill Rosensohn, general sales manager of Box-Office Television, the agency which booked the series, expressed satisfaction with the telecasts. He said a similar series will definitely be offered to theatres next year, pointing out that BOT's agreement with Notre Dame runs for five years. He acknowledged that BOT did not make money on the series, but called it a "calculated loss" which successfully launched a new phase for theatre TV.

Rosensohn, at the same time, disclosed that BOT is in the process of negotiating new theatre TV programming including plays, operas and ballets of the New York City Center, the Barnum and Bailey Circus, major league baseball games and symphonic orchestras. In all likelihood, he added,

(*Continued on page* 6)

Cinerama in Nine Houses by Year-end

Three new key openings in December will bring to nine the number of cities in which "This Is Cinerama" will be seen by the end of the year, it was disclosed here by Lester Isaac, director of exhibition for Cinerama.

With premieres scheduled for Pittsburgh on Dec. 8 at the Warner Theatre, for San Francisco on Christmas Day at the Orpheum, and Boston on the 30th at the RKO, Cinerama will have more than doubled its potential audience in the last three months of the year. "Last week, playing in only six theatres and already well into its second year in New York, 'This Is Cinerama' was still among the top

(*Continued on page* 4)

Net of $2,500,000 for Year Seen by National Theatres

HOLLYWOOD, Nov. 23.—National Theatres, Inc., and voting-controlled subsidiaries today reported a tentative consolidated net income of approximately $2,500,000 for the fiscal year ended Sept. 26. This equals about 90 cents per share on the 2,769,486 shares outstanding.

National Theatres, Inc., is the company organized last year to operate the business formerly conducted by Wesco Theatre Corp. and Roxy Theatres, Inc., formerly subsidiaries of 20th Century-Fox. The net income of the Wesco and Roxy companies for the year ended Sept. 27 last year was $1,877,391, equivalent to 68 cents per share on National Theatres stock outstanding.

Cites Problems

Martin Hits Film Dearth And Policies

Speaks at Carolina Meet; Anderson New President

CHARLOTTE, Nov. 23.—Product shortages, the Federal admission tax, television and the "confusion that exists today caused by the haphazard and unintelligent methods of presenting new techniques" are the major problems facing exhibitors, E. D. Martin, executive vice-president of the Theatre Owners of America, said here today.

Speaking at the annual convention of the Theatre Owners of North and South Carolina, Martin said that he did not doubt that the problems from within and the challenges from without will be conquered, but that exhibition and production, historically, "have been prone to inactivity as far as changes and improvements are concerned—preferring to produce pictures under proven formulae and to exhibit them in a proven way—for this has called for less investment, less effort and more profit." But, he asked, "how long can this continue?"

Citing the admission tax as a prob-

(*Continued on page* 4)

Pitts Traces TOA's Growth at Carolina Annual Convention

CHARLOTTE, Nov. 23.—The Theatre Owners of America is gaining in the unity and strength that is necessary to combat problems on the national level and, wherever possible, to assist on problems at the local level, Dick Pitts, TOA director of public relations, said here today at the annual convention of the Theatre Owners of North and South Carolina. Pitts told the convention that "we are now represented in every state in the nation,

(*Continued on page* 4)

Week of Conventions Opens in Toronto

TORONTO, Nov. 23.—The big convention week of the industry in Canada rolled into action today with the holding of the fifth annual meeting of the National Committee of Motion Picture Exhibitor Associations of Canada at the King Edward

(*Continued on page* 6)

Personal Mention

ERIC A. JOHNSTON, president of the Motion Picture Association of America, arrived here yesterday from Washington.

•

TRUEMAN T. REMBUSCH, Allied States director in Indiana, has been designated a member of the Indiana State Fair Board by Governor Craig of that state.

•

ERWIN NEEDLES, son of HENRY L. NEEDLES, formerly Warner Brothers district manager in Hartford, has been named commercial sales manager for WKNB-TV, New Britain, Conn.

•

HAROLD SCHILZ, attorney who handled film and broadcasting cases in Washington, has joined the Federal Communications Commission as a hearing examiner.

•

HAROLD WIRTHWEIN, Allied Artists Western division sales manager, will return to Hollywood today from Denver and Albuquerque.

•

LOUIS SALLET, general comptroller of Technicolor Motion Picture Corp., arrived here yesterday aboard the "Liberte."

•

JOHN B. SPIRES, Universal-International deputy managing director in Europe, and MRS. SPIRES, arrived in New York yesterday on the "Liberte."

•

ANNE SHELLEY, of the MOTION PICTURE DAILY editorial department, will be married on May 22 to JAMES CURTIN.

•

J. MILLER WALKER, RKO Pictures vice-president and general counsel, has returned here from the Coast.

•

CHARLES J. FELDMAN, Universal Pictures general sales manager, has left here for Dallas and New Orleans.

•

EDMUND GRAINGER, producer, has returned to Hollywood from New York.

'Kate' Opens Thurs. In 100 Situations

"Kiss Me Kate," M-G-M's color-in-Technicolor musical, will open in approximately 100 key situations on Thursday. The picture now is in its third week at Radio City Music Hall here and is reported to have drawn exceptionally well in its first week at the Randolph in Philadelphia.

Goldberg Ends UK Talks

Fred Goldberg, London Films' South American representative, has returned to Rio De Janeiro following two weeks of conferences with Sir Alexander Korda and Morris Helprin relative to distribution plans for "The Captain's Paradise," "The Man Between," "Gilbert and Sullivan" and other forthcoming London Films releases.

NT Seen Asking Divestiture Delay; Schine Gets A Delay Until Dec. 23

National Theatres will ask the Justice Department to extend the Dec. 7 deadline for completing its divestiture program, it is understood.

Under the original 20th Century-Fox consent decree, National Theatres was to have finished disposing of some 105 to 110 theatres by June 7, 1953. At that date, the circuit had sold about 70 theatres, leaving 35 to 40 more still to be sold. The Justice Department agreed to extend the deadline to Dec. 7.

National Theatres has not sold all of the remaining theatres, it was said, and will have to seek a further extension of the deadline.

BUFFALO, Nov. 23.—When the Schine divestiture hearing came up today before Judge John Knight in Federal Court it was again postponed, through agreement on the part of the government and Schine attorneys until Wednesday, Dec. 23. Charles Martina, Albion exhibitor, was in court and objected to the latest adjournment. Attorneys interested in the case have heard nothing about a reported agreement on the remainder of the divestiture.

General Clark Here For 'Cease' Debut

General Mark W. Clark, former Commander-in-Chief of the United Nations Far East Command, has arrived in New York for the world premiere of the Hal Wallis-Paramount film, "Cease Fire!," which the general is sponsoring tonight at the Criterion Theatre. General Clark was met at La Guardia Airport last night by a special escort of nine "G. I.s"—the officer and eight of the 13 enlisted men who portray themselves in this three-dimension film about an American patrol in Korea during the final days of the fighting. The general, who issued the famous "Cease Fire!" order ending the fighting in Korea, was accompanied by Mrs. Clark.

At tonight's premiere General Clark will be presented to an audience of more than 1,000 celebrities, mostly prominent as national and military leaders, as delegates to the United Nations, as industrialists and as stars of the entertainment world.

John Davis, Winckles Will Visit Gotham

LONDON, Nov. 23.—John Davis, managing director of the J. Arthur Rank Organization, and Kenneth Winckles, controller of Odeon Theatres, left here by plane today for America. Davis goes directly to New York, where he will be joined by Winckles after the latter completes a week's inspection of Rank's Canadian theatre interests.

Both state their trips are for routine business only.

Entertainment World Aids 'Night of Stars'

The motion picture industry joined with the theatre, radio and television last night to mark the 20th anniversary of the "Night of Stars" at Madison Square Garden. Proceeds of the event went to the United Jewish Appeal of Greater New York to help further its work of refugee relief and Israel resettlement. Among the film stars invited to entertain were Gloria de Haven, Joey Walsh and Geraldine Brooks.

Einfeld Cites Wide Promotions for Two

Charles Einfeld, vice-president of 20th Century-Fox, disclosed here yesterday that the company is scheduling "massive" promotional campaigns for "Beneath the 12-Mile Reef" and "King of the Khyber Rifles," upcoming CinemaScope color in Technicolor productions, which he saw last week on a visit to the company's Coast studio.

Huge advertising, publicity and exploitation pre-selling jobs have been planned for both pictures, Einfeld said, with openings to be handled as key entertainment events similar to the debut of "The Robe" and "How to Marry a Millionaire."

Variety Building in Denver Is Gutted

DENVER, Nov. 23.—Variety Tent No. 37 was burned out in a flash fire that caused $100,000 damage. The fire started when gasoline, being used to operate a gasoline engine next door on construction, exploded, was sucked into the Variety building by way of the ventilating system, and swept through the two stories used by the club. Several cans of film belonging to the club were also burned.

Owned by the Denver Athletic Club, the building will be razed to make way for a parking lot for members, which action they intended taking when the Variety lease runs out in three years. Variety is looking for new quarters.

Zukor, Pickman to Toronto 'Pioneers'

Adolph Zukor, chairman of the board of Paramount Pictures, who returned to New York at the weekend from a five-week European trip, will leave New York tomorrow, accompanied by Jerry Pickman, Paramount vice-president in charge of advertising-publicity, for Toronto, where both will attend the Canadian Motion Picture Pioneers' award dinner at the Royal York Hotel.

John J. Fitzgibbons, president of Famous Players Canadian Corp., will be honored at the dinner as Canada's "Motion Picture Pioneer of the Year."

AFM Begins Initial Studio Pact Talks in N. Y. Today

A preliminary meeting looking forward toward a renewal of talks on a new pact between the American Federation of Musicians and major studios will get underway here today when the AFM executive board convenes at union headquarters.

The executive board meeting, the first in a series called by AFM president James Petrillo, will set the date for projected talks with major studios on a new agreement to replace the present pact, which expires at the end of the year.

In addition to outlining AFM policy regarding a new pact for the film industry, the series of meetings of top AFM officials also will confer on the renewal of industry-wide contracts with the record and transcription industry and the radio and television networks. These contracts also expire in December or January.

Meanwhile, Petrillo has appointed Clair E. Meeder, a member of the administrative staff, as first presidential assistant, succeeding the late A. Rex Ricardi. George Gibbs, the union's research director, will become second assistant.

Academy Winners Have New Carol

Dimitri Tiomkin and Ned Washington, whose music has won five Academy Awards, have written a Christmas carol for the "Woman's Home Companion." It was recorded by Jill Corey, new 18-year-old recording star. A record with the new carol, "The First Christmas," and "Silent Night" is being offered to readers of the "Companion's" December issue at cost. As a Christmas gift, the "Companion" will make a donation from the price of each record to the Heart Fund of the American Heart Association.

'Seventeen' Cites 'Jane'

"Calamity Jane" was selected the picture-of-the-month for December by Edwin Miller, motion picture editor of "Seventeen."

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
M-G-M's "KISS ME KATE" starring
Kathryn GRAYSON · Howard KEEL
ANN MILLER
Photographed in ANSCO COLOR
Print in TECHNICOLOR
and SPECTACULAR STAGE PRESENTATION

JANE POWELL · GORDON MacRAE
3 SAILORS AND A GIRL
with GENE NELSON JACK E. LEONARD
Color by TECHNICOLOR
PARAMOUNT TIMES SQUARE

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20th CENTURY-FOX'S

FIRST 2

GREAT PICTURES IN

CINEMASCOPE

ARE THE INDUSTRY'S

FIRST 2

BOXOFFICE LEADERS!



VARIETY

National Boxoffice Survey

'Robe' Champ 8th Straight Week, 'Millionaire' 2nd

"The Robe" (20th) again is first for the eighth week in a row, playing in some 25 keys covered by VARIETY. Although out for the first time to any extent this stanza, "How To Marry a Millionaire" (20th) is copping second money. This second CinemaScope pic is playing in seven houses this session.

Newsreels to Cover McCarthy Hearings

Sen. Joseph McCarthy has agreed to permit theatrical and television newsreel cameras at the espionage hearings which open here today in the U. S. Court House. Originally, the Senator had been considering barring the newsreels from the sessions and pressure was brought by the Radio-Newsreel-Television Working Press Association of New York, which, via a telegram to McCarthy from its president, Chester Burger, demanded equal access to the event with newspaper reporters.

Spanish Pact

(*Continued from page* 1)

son, MPEA economist now in Madrid, to sign the pact.

Conclusion of the agreement came after Spanish representatives went along with a number of MPEA recommendations, including the clarification of the 40 per cent remittance clause. The number of permits to be allocated to non-MPEA members will be from 40 to 50 in the 18-month period, it was reported. The agreement is scheduled to go into effect on Dec. 1.

Cinerama Openings

(*Continued from page* 1)

three highest grossing films in first-run release," said a Cinerama spokesman.

Approximately 12 more key cities will be added to the "Cinerama circuit" early in 1954, Isaac added, thereby doubling again the combined seating capacity of theatres equipped to show the new multi-dimensional medium.

Agency's Ad

(*Continued from page* 1)

pers. In very small type, near the bottom of the page, this line was printed: "This advertisement paid for by a friend of the motion picture industry."

The advertising agency has several motion picture industry accounts, besides others.

4 Pre-Release Tests For MGM's 'Knights'

Four test engagements in as many Loew's theatres have been scheduled by M-G-M for "Knights of the Round Table," its first CinemaScope production. The picture will open on Christmas Day in San Francisco, St. Louis, Kansas City and Pittsburgh. These premieres will be promoted by extensive newspaper, radio and television campaigns.

The film is scheduled for general release shortly after Jan. 1.



Martin Hits Film Shortage

(*Continued from page* 1)

lem of the greatest importance and appealing to exhibitors to redouble their efforts for its repeal, Martin turned to television, calling it highly competitive and urged theatremen not to fight it but to embrace it on the grounds that it is a valuable advertising medium.

Anderson Succeeds Fussell

The theatre owners elected Howard Anderson of Mullins, S. C., president for the coming year, succeeding Woodrow Fussell of Bladenboro, N. C,. who was named first vice-president. Bob Bryant of Rock Hill was named second vice-president. Directors are H. E. Buchanan of Hendersonville, George D. Carpenter of Valdese, Fin Lee of Warsaw, C. A. Dandelake of Tarboro, Jack D. Fuller of Columbia, J. B. Harvey of Clover, W. H. Hendrix, Jr., of Reidsville, H. B. McNally of Fayetteville, Roy Rowe of Burgaw, John M. Kimen of Roseboro, Albert Soitlle of Charleston, Rudy A. Howell of Smithfield and Francis White, H. F. Kincey and H. H. Everett of Charlotte.

Others speaking today included Robert Coyne, of COMPO, who lashed out at the 20 per cent tax and said "Congressmen and Senators, Democrat or Republican, who helped us in 1953 deserve to feel that we will help them win in 1954 also."

Walter Reade, Jr., TOA president, attended the afternoon sessions and participated in discussions.

In discussing the product shortage, Martin, in his address, said:

"The product shortage which faces us, whether deliberate or not, gives us all great concern. It is apparent that the present philosophy of production, for the most part, is to have fewer and higher-budgeted pictures, demanding exorbitant film rentals and extended playing time, all to the ultimate detriment of exhibitors, large and small, even though it may give to producers a current quick buck.

"Adherence to this philosophy must breed chaos—first to the smaller and subsequent run exhibitor, then to the first run exhibitor and eventually to the entire industry. The effects are disastrous to both production and exhibition. First, to the exhibitors—to all theatres. The immediate effect will be higher film rentals, extended runs, increased admissions, lower profits, fewer theatres and the destruction of the theatre-going habit. And the first to feel the impact will be the sub-run and small town exhibitor.

"Second, to the producer-distributor—at first, and for a while, Heaven on earth to him—high film rentals, extended runs, increased admissions, bigger profits, larger death benefits and higher salaries. The possible solution to the problem of product shortage is for exhibitors to stimulate small company and independent production by paying a fair film rental—through exhibitors into production directly or indirectly. Knock on the doors of production and distribution and tell them the facts of life."

Levy Bemoans Lack of Contact with Producers

CHARLOTTE, Nov. 23.—"The confusion of most exhibitors, but especially of the smaller exhibitor, is further confounded by the lack of contact between him and his sources of supply, the producers," Herman Levy, general counsel of TOA, said here at the Carolina exhibitors' convention. "He has nobody to talk to. He is frustrated—there are so many things he has to say, so much he wants to find out, and so many questions he wants answered. And he has so many justifiable complaints to make: Why are his film rentals so exorbitantly high? Why won't somebody from the home office believe him, that he cannot pay 35 and 40 per cent and more, for film and still make a reasonable profit? Isn't there somebody with authority at the local level who will listen to his story and believe him, and decide to charge only the film rental that is fair and equitable?

Urges Branch-Manager Authority

"This exposes an area of danger created by production and distribution. Why, in the face of long and continued exhibitors' and exhibitor-leaders' urgent requests have not the producers and distributors seen fit to clothe their branch managers with more authority and with more discretion? By and large, the branch managers of this country are good and capable men—most of them have been in the industry for many years."

Anti-Trust Suit Filed By N. O. Exhibitors

NEW ORLEANS, Nov. 23.—A suit was filed in Federal District Court here by the owners of the Bell Theatre, asking damages of $106,495 from United Theatres, Inc., and seven distributors, charging conspiracy to restrain trade. Eugene T. Cologne and Jules A. Sevin, owners of the Bell, allege that the defendant distributors have established a system of awarding second-run pictures which allows the Rivoli Theatre, one of the United circuit, to obtain 90 per cent of the better second-run films. The suit asks, in addition to the money judgment, that the actions of the defendants be declared in violation of the anti-trust laws.

Defendant distributors are Paramount, 20th Century-Fox, RKO Pictures, Warner Brothers, Universal, M-G-M and Columbia.

Cincinnati Sets Quota for COMPO

CINCINNATI, Nov. 23.—A $7,241 quota for the Council of Motion Picture Organizations for the Cincinnati area for 1954 was set at a joint luncheon of the Will Rogers Memorial Fund committee and the local Council of Motion Picture Organizations. Edwin M. Booth, Loew's manager and chairman of the local COMPO and the Memorial fund, presided.

Speakers included Bob Wile, executive secretary of the Independent Theatre Owners of Ohio; Chris Pfister, ITO president; Mike Chakeres of Springfield, exhibitor chairman of COMPO. Also Joe Isaacs, Cumberland, Ky.; H. J. Gilbert, Princeton, W. Va.; James Shanklin, Ronceverte, W. Va.; all committeemen. Also, Ralph McClanhan, Irvine, Ky., and Frank Collins, general manager of the Chakeres circuit.

Healthy $89,000 for 'Marry' on B'way

A very good $89,000 for the twin Broadway engagement of "How to Marry A Millionaire" at Loew's State and the Globe is estimated for the second week, with $56,000 seen for the State and $33,000 for the Globe.

Meanwhile, the Paramount, currently engaged in a non-stage show policy, estimated $40,000 for the first week of "Three Sailors and A Girl." The picture, which launched the straight picture policy for the house, did a nice $14,000 for its opening two days on Saturday and Sunday.

TOA's Growth

(*Continued from page* 1)

and in Alaska," pointing out that two new units joined TOA this year, as did Fred Schwartz's Century Theatres of New York and Si Fabian's Stanley Warner theatres, the latter consisting of 400 houses.

"TOA has been the major voice for exhibition," Pitts said. "Today that voice is much more powerful, carries much more authority and will continue to do so with your continued support. It is entirely possible that the near future will see an armageddon for exhibition—one, single, all-powerful exhibitor organization—but, until then, TOA will continue to be the chief defender of exhibitor rights, working in your behalf."

Pitts asserted that "TOA undoubtedly has the best brains in the business," pointing to Walter Reade, Jr., Leonard Goldenson, Si Fabian, Mike Kincey, Robert Wilby, Alfred Starr and Mitchell Wolfson, among others, as examples.

Will Make Plans for 'Pinocchio' Today

NEW HAVEN, Conn., Nov. 23.—Fifty exhibitors in this area will meet at luncheon here tomorrow with representatives of RKO Radio and Walt Disney to formulate plans for the forthcoming release of Disney's "Pinocchio."

¶ Addressing the exhibitors will be Nat Levy, RKO division manager; Mervin Houser, director of advertising-publicity; David Cantor, exploitation manager; Barney Pitkin, branch manager; Leo Samuels, Disney worldwide sales manager; Charles Levy, Disney Eastern publicity manager, and Vincent Jefferds, in charge of Disney tie-ups. Saturation bookings are being planned for February.

Boston Exchangemen Map Tax Repeal Plan

BOSTON, Nov. 23.—An organizing meeting of the Boston distribution area for repeal of the 20 per cent Federal admission tax was held here today with James Connolly, 20th Century-Fox branch manager, who is COMPO distributor exchange area chairman, presiding.

Nathan Yamins, Allied States alternate on the COMPO governing triumvirate; Sam Pinanski, Theatre Owners of America representative on the triumvirate, and Sam Shain of COMPO, attended the meeting. Connolly called a follow-up session for next Monday.

Finest football movie to come out of Hollywood....!

JIMMY STARR
LOS ANGELES HERALD EXPRESS

"CRAZYLEGS"



...scoring top grosses everywhere!

LOS ANGELES... ...thousands turned away!

WAUSAU... ...nothing like it in years!

ANN ARBOR... ...sensational opening!

PHILADELPHIA... ...doubles average business!

MADISON... ...breaking all known records!

MILWAUKEE... ...tops some of the year's biggest!

BOSTON... ...greatest business in months!

HALL BARTLETT PRODUCTIONS, INC. presents **"CRAZYLEGS"** starring ELROY "CRAZYLEGS" HIRSCH • LLOYD NOLAN • JOAN VOHS
featuring JAMES MILLICAN • JAMES BROWN • Written and Produced by HALL BARTLETT • Directed by FRANCIS LYON • A REPUBLIC PRESENTATION

Variety Clubs

(*Continued from page* 1)

conjunction with the annual dinner-dance of the local host tent. Dr. Selman Waksman, Rutgers scientist who discovered streptomycin, was honored with Variety's Humanitarian Award, while Jane Froman was given the Washington tent's annual ward for the "Show Business Personality of the Year."

In other concluding actions, the Variety Clubs International meeting urged local tents to support the "Crusade for Freedom" and overhauled the script for the coming Variety film, "Miracle Mountain."

The "Crusade" is a drive to raise funds to support Radio Free Europe and other activities promoting resistance behind the Iron Curtain.

With regard to "Miracle Mountain," the meeting, it was reported, made extensive changes in the script previously prepared and also discussed channels of distribution to be used for circulating the picture.

Toronto Conventions

(*Continued from page* 1)

Hotel with seven regional organizations represented by delegates.

Sitting in closed session under the chairmanship of Morris Stein, Eastern division general manager of Famous Players Canadian, the group adopted recommendations which will be presented at the convention of the Motion Picture Industry Council of Canada later in the week.

Top subject was the proposal of Nat Taylor of Toronto for the establishment of a Canadian motion picture institute of public relations, but there has been a division of opinion on various phases of this project.

Reports were received on insurance rates, film express charges, the trend of advanced prices for special pictures, television competition and performing rights, all to be dealt with later in some form.

Represented at this meeting were the associations for the Maritime Provinces, British Columbia, Alberta, Saskatchewan, Ontario, Quebec and Manitoba.

Washington Probers Hear W. L. Alland

HOLLYWOOD, Nov. 23.—William L. Alland, former radio producer who made "It Came from Outer Space" for Universal-International, was the only motion picture personality testifying at the closed session of the Un-American Activities Subcommittee today. Describing Alland as a friendly witness, subcommittee chairman Donald Jackson said Alland testified he had been a Communist Party member for 2½ years, ending when he quit the party in 1949. Alland was an Army pilot in World War 2, flying 56 missions in the South Pacific, and was the recipient of two medals.

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Specialists to Motion Picture Industry

Television--Radio

with Pinky Herman

THE DU MONT NET is advancing rapidly toward the forefront in sports coverage with regular telecasts of boxing events, national professional football games and the latest news that this winter, 14 national basketball league games will be telecast on Sat. afternoons starting with the Baltimore at Boston match Dec. 12. . . . Borden's has renewed "Treasury Men in Action" via NBC-TV for another year as of Jan. 7, 1954. . . . John B. Crom, national sales NBChief of the Film Div., proud of the impressive records compiled by several properties. Four shows, currently TViewed in more than 100 markets, include "Dangerous Assignment" (141), "Hopalong Cassidy" (132), "Badge 714" (114) and "Douglas Fairbanks Presents" (110). . . . Clair E. Meeder, former prexy of Pitts. Local of A.F.M., named by Caesar Petrillo to succeed late Rex Riccardi as first presidential assistant. . . . Emil Cote, whose glee club ET's for Langworth have been heard for years, has launched his own recording firm with a platter of a tune, "It's Christmas Season," penned by Addy Amor, former producer of Serge Koussevitzki's "Boston Symphony" ABConcerts.

☆ ☆ ☆

Next week a great lady of radio, Gertrude Berg, embarks on her 25th year on the air, having started November 29th, 1929, as "Molly" in a program titled, "Rise of the Goldbergs." Through the years, "Molly" built up a following that numbers in the millions and during the more than 20 years of "Goldberging" on the air, Mrs. Berg, despite back-breaking schedules, found time to devote to numerous non-sectarian charities. She authored a legitimate show, "Me and Molly," which ran on Broadway a full season (1947-48), and in 1950 also starred in "Molly," Paramount Pictures' screen version of her famous "family." Early this year, Gertrude Berg sold another original idea to NBC, "The House of Glass," which she scripts and in which she is starred every Friday night at 9:30, which deals with hilarious and dramatic incidents that take place at a summer resort hotel, many of them based on actual happenings which occurred during her childhood at her father's resort hotel in upstate New York. This department's heartiest congratulations to Gertrude Berg, unquestionably one of the most beloved, talented, energetic and youngest grandmothers in show business.



Gertrude Berg

☆ ☆ ☆

The hours between 11-12 *noon and* 7-8 *P.M. are a blend of WMGMusic magic now that Blossom Seeley and Benny Fields have taken over with their nostalgic stories of show business. Spinning yarns as well as platters, Broadway's favorite Mister & Missus music team continue to delight the ears. . . . Robert Q. Lewis, back from a European vacation, will emcee* 16*-hour telethons for the United Cerebral Palsy Fund at WMBR-TV, Jacksonville, Fla., next Saturday, repeating this wonderful chore the following Saturday at WBKN-TV, Indianapolis. R.Q.L. (Real Qualitative Labor).*

☆ ☆ ☆

Inspired by the Four Chaplains of World War II fame, three ASCAP members of different faiths, Daniel S. Twohig (Catholic), Harry S. Miller (Jewish) and Geoffrey O'Hara (Protestant) have collaborated on a composition entitled "The Four Chaplains," which rates attention of radio-TV musical directors. . . . Jane Froman will journey to Washington to receive the Variety Club (Tent 11) of Washington, D. C., "Personality of the Year" award, to be presented at the Statler Hotel, Saturday, in recognition of her outstanding contribution to the world of entertainment. Past recipients of this honor include Al Jolson, Arthur Godfrey, Joe E. Brown and Perry Como. . . . William Burke, vet motion picture producer-director, has been named executive producer of all Guild TV film productions by prexy Reub Kaufman. Firm plans to shoot "Liberace Show" in 35mm color Kodachrome after January 5. . . . Flack Arthur P. Jacobs returned to Hollywood after a personal look-see at things in New York. . . . Versatile Janis Paige, after last Tuesday's last-minute pinch-hit role for Arlene Dahl on the "Bob Hope" TVehicle, was personally cheered by grateful NBC execs, agency and sponsors' reps and Bob himself, for a tremendous job.

Football TV

(*Continued from page* 1)

these deals will not be concluded until 50 new theatre TV installations are assured.

Attendance at last Saturday's Notre Dame-Iowa game was the highest of the series. On the whole, grosses were good, although they varied from standing room only to fair from situation to situation. Following are the estimated grosses, exclusive of the admission tax: Paramount, Des Moines, $2,855; Orpheum, Omaha, $2,467; Grand, Albany, N. Y., $1,092; St. James, Asbury Park, N. J., $175; Stanley Warner, Philadelphia, $1,911; Crown, Chicago, $1,700; Marbro, Chicago, $3,800; Indiana, Indianapolis, $2,370; Boston, $2,500; Detroit, $1,200; Prospect, New York, $1,800; Marine, $1,900; and New Theatre, Elizabeth, N. J., $600.

Grosses Itemized

During the course of the five-game series, the BOT network varied from eight to 13 theatres. The estimated attendance for the five games was put at 55,700. The poorest performance at the box-office was the initial Notre Dame-Pittsburgh game when the total gross in eight theatres was estimated at $5,000. The other three Notre Dame contests, exclusive of the last and initial games, were estimated to gross $15,000 for Georgia Tech, $10,000 for Navy and $11,000 for the University of Pennsylvania.

Rosensohn, explaining BOT's plan to spur the installation of 50 theatre TV sets, said the American Telephone and Telegraph Co. is currently surveying 200 theatres for possible installation. Most of the theatres, he added, are in the Ohio and Indiana regions. The target date for completing the 50 installations, he added, is Feb. 1, 1954. The addition of the 50 to the present 100 theatre TV installations, he pointed out, will greatly increase BOT'S bargaining power for programming. It also will gain BOT an assured outlet of 50 theatres under its theatre TV leasing program, he stated.

The possible programming, he explained, includes the New York Philharmonic and the Philadelphia Philharmonic orchestras, Sadler's Wells Ballet, the Barnum and Bailey show for Easter matinee presentation and a monthly fight series, in addition to the Harlem Globetrotters and college basketball.

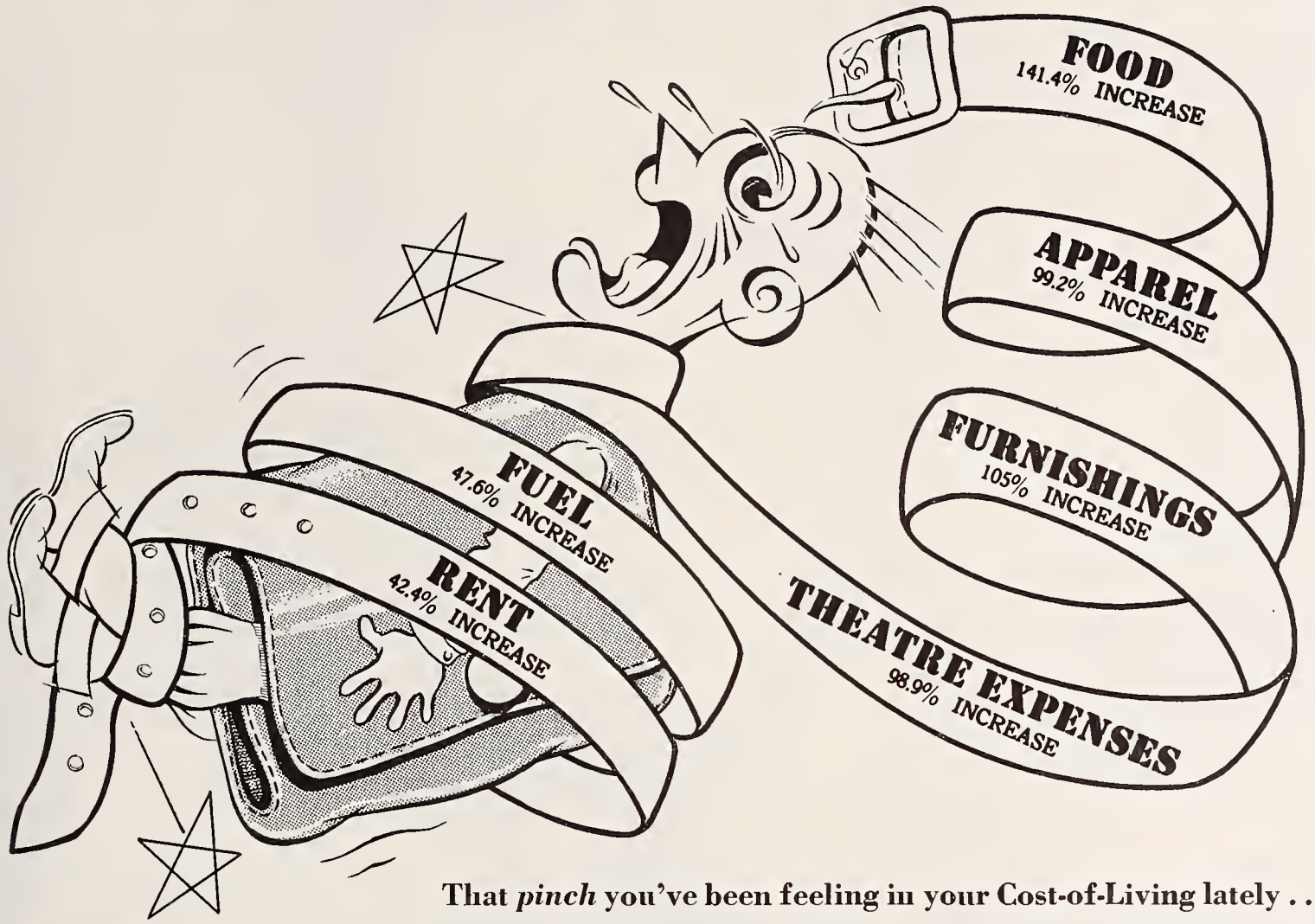
Renewed Confidence in Football TV Expressed

ALBANY, N. Y., Nov. 23.—Fabian division manager Saul J. Ullman and Grand Theatre manager Paul Wallen expressed renewed confidence in the future possibilities of Theatre football telecasts as the curtain fell Saturday on the Box Office television series, with the presentation of the Notre Dame-Iowa game before the season's largest audience of 1,200 in the 1,500-seat house. Patrons jumped into the air when Notre Dame evened the score at 14-14, with two seconds remaining.

Wallen called it "the best game of the year." Ullman opined that there would have been a sell-out were the Notre Dame-Southern California contest available on the coaxial.

The only flaw in the telecast was failure of picture transmission on the Notre Dame first touchdown play. "Crazylegs" topped the regular film bill.

STRAPPED!





That *pinch* you've been feeling in your Cost-of-Living lately . . . has been the result of High Prices forcing you to *tighten your belt!*

By examining the Bureau of Labor Statistics report showing an increase of 141.4% for FOOD, 42.4% for RENT, and 99.2% for APPAREL, since 1939, it becomes *easy* to see just how many notches you've had to take in your economy belt. A look at Exhibitors Digest will reveal a 98.9% rise in the cost of your THEATRE EQUIPMENT and SUPPLIES . . . further cause for that *pain* in your pocketbook.

Then, buckle down and compare the *negligible increase*, IF ANY, you've received from NSS during the same period!

Compare *all* your costs with the LOW COST, Service-With-A-Smile Policy of the Prize Baby!

NATIONAL *Screen* SERVICE
PRIZE BABY OF THE INDUSTRY



Montgomerry Clift as Giovanni Doria, the Italo-American lover, co-starring with Jennifer Jones in Vittorio De Sica's "Indiscretion of an American Wife," a property of The Selznick Company.

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 74. NO. 101 NEW YORK, U. S. A., WEDNESDAY, NOVEMBER 25, 1953 TEN CENTS

Paving the Way

Sales Heads In 'Informal Talk' On Arbitration

Reported Preparing for Expected Bid By TOA

Although the Theatre Owners of America has not actively launched its convention-formulated project to renew discussions for the establishment of an arbitration system, major company sales managers have held "informal talks" among themselves in preparation for the expected bid by the TOA for the resumption of the parleys.

Indications now are that TOA will not push its plan until after Jan. 1 unless there is an open invitation by the distributors to start the conferences earlier.

On that score, however, Eric Johnston, president of the Motion Picture Association of America, said here yesterday that he didn't see any move on his part or on the part of the MPAA, to re-spark the negotiations, although he underlined his sentiments in favor of arbitration. He expressed the view that while the issue may be

(*Continued on page* 4)

Times Square Greets 'Cease Fire' in Gala Military Premiere

(Pictures on Page 4)

The Hal Wallis-Paramount 3-D production, "Cease Fire," was given its premiere here last night at the Criterion Theatre before a celebrity-packed audience of military leaders, government officials, United Nations delegates, Korean war veterans, industrialists and stars of the entertainment world. The Times Square area was ablaze with lights from a battery

(*Continued on page* 4)

See 'Robe's' Roxy Gross $1,800,000

A gross of $1,800,000, representing the highest revenue total in the 26-year history of the Roxy Theatre here will be reached this week by 20th Century-Fox's "The Robe" in CinemaScope, which enters the 11th week of its engagement tomorrow, according to David T. Katz, managing director

(*Continued on page* 4)

Zimmerman Resigns RKO Legal Post

William Zimmerman, for the past 19 years an attorney and executive for RKO, yesterday announced his resignation from the company to open his own law office.



Wm. Zimmerman

In addition to the general practice of law, Zimmerman will concern himself with facilitating the financing and other business arrangements of motion picture deals. He will continue at RKO Radio until approximately the end of the year.

Zimmerman joined RKO in 1934 as a member of the RKO Theatres legal department. In 1938 he was transferred to the RKO Pictures legal staff, specializing in production and distribution matters. In 1946 he was made assistant to the general sales manager in addition to his legal work. For a period last year Zimmerman served as general counsel, vice-president and a director of RKO Radio,

(*Continued on page* 4)

Elect Edward Fabian N. Y. Variety Barker

Edward L. Fabian was elected chief barker of the New York Variety Club tent yesterday at a membership meeting held in the Piccadilly Hotel. He succeeds Edward Lachman. Ira Meinhardt was elected first assistant barker; Harold Rinzler, second assistant; Martin Kornbluth, property master, and Saul Trauner, dough guy.

Newly elected canvassmen are: Leon J. Bamberger, Bernard Brooks,

(*Continued on page* 4)

Clark and Johnson Are Named MPAA Vice-Presidents

Kenneth Clark, assistant to Eric Johnston, Motion Picture Association of America president, and G. Griffith Johnson, head of the MPAA economics department, were elected vice-presidents of the MPAA at a meeting of the board of directors here yesterday.

Clark, a former Washington and foreign correspondent, joined the MPAA in 1938 as director of public relations. He was given a leave of absence in 1942 to join the Army, from which he was discharged with the rank of Colonel in 1945 after serving in Italy and other European theatres on the staff of Gen. Mark Clark. He returned to the MPAA in November of that year and served as public relations executive with the association here and in Washington until last year. At that time Clark was named an executive assistant to Johnston.

In the past several years Clark has taken a leading part in the industry's efforts to combat motion picture censorship by states and municipalities, with the aim in mind of ultimately obtaining a U. S. Supreme Court decision including motion pictures in the

(*Continued on page* 4)

Attend CinemaScope Tests, Reade Urges

CHARLOTTE, Nov. 24.—Walter Reade, president of the Theatre Owners of America, today urged exhibitors to attend the forthcoming tests to determine whether CinemaScope is acceptable without stereophonic sound. Speaking at the 41st annual convention of the Theatre Owners of North and South Carolina, Reade said that as a result of his letter to Spyros Skouras, president of 20th Century-

(*Continued on page* 4)

De Luxe Laboratory Licensed to Process Technicolor Prints on Long Term Pact

HOLLYWOOD, Nov. 24.—De Luxe Laboratories, New York, a 20th Century-Fox affiliate, has been authorized to process Technicolor prints, and product handled by De Luxe will carry the symbol "Color by Technicolor-DeLuxe," Technicolor president Herbert Kalmus and De Luxe president Alan Freedman jointly announced here today.

De Luxe is the first company ever given this authorization by Technicolor. The terms stipulate that De Luxe will process Technicolor dye transfer (imbibition) release and answer prints at its New York laboratory.

The statement described the agreement as a "long term" deal which includes engineering and consulting service and supervision of product quality by Technicolor; unrevealed royalty payments by De Luxe; reciprocal agreements with Technicolor, Ltd., London, and any other future Technicolor affiliates and licensees abroad.

On Product Shortage

Plenty of Films Of 'Merit' Held As Goal Today

Johnston Scores Charge Of Seller's Market Bid

By MURRAY HOROWITZ

The goal of all producing companies in Hollywood is to turn out the maximum number of pictures of merit, Eric A. Johnston, president of the Motion Picture Association of America, declared here yesterday.



Eric A. Johnston

Commenting on exhibition's protest of a product shortage, Johnston said he could see no reason why any company would want to cut back on production in order to create a seller's market, as charged in some quarters. His sentiments, Johnston pointed out, were forcefully expressed by Barney Balaban, Para-

(*Continued on page* 6)

Pathe, Denham Labs Will Exchange Their Technical Facilities

Pathe Laboratories, Inc., of New York and Hollywood and Denham Laboratories, Inc., of London have formed an association for the exchange of facilities. Both are described as two of the world's largest film processing companies.

The agreement provides for Pathe's processing English films for release in the Western Hemisphere and the use

(*Continued on page* 4)

SMPTE Is Pushing 'Scope' Test Films

Herbert Barnett, president of the Society of Motion Picture and Television Engineers, reports that SMPTE is giving top priority to the production for worldwide distribution of test films for installation and servicing of CinemaScope theatre sound equipment. Three different types of

(*Continued on page* 4)

Personal Mention

HENRY L. NATHANSON, president of M-G-M Films of Canada, Ltd., and HILLIS CASS, general manager, arrived in New York yesterday from Toronto.

•

NAT LEVY, MERVIN HOUSER and DAVID CANTOR, RKO Radio executives, and LEO SAMUELS, CHARLES LEVY and VINCENT JEFFERDS, Walt Disney officials, have returned to New York from Boston.

•

RANDOLPH G. MALLER, formerly manager of Warner Brothers Circuit Management Corp. in the Connecticut area and more recently with Selznick interests, has joined Television Center, Hartford, as general manager.

•

JAMES E. PERKINS, managing director in Great Britain for Paramount International, and MRS. PERKINS will arrive in New York Dec. 10 from England.

•

EDWARD KREISLER, vice-president of International Film Associates Corp., has left New York aboard the "Conte Biancamano" for Italy.

•

E. K. "TED" O'SHEA, vice-president of Paramount Film Distributing Corp., left here yesterday by plane for Buffalo.

•

WOLFE COHEN, president of Warner Brothers International, left here yesterday for Cali, Colombia.

•

JOHN G. MCCARTHY and his wife are due here from Europe today aboard the "Queen Elizabeth."

•

TEET CARLE, Paramount studio publicity manager, will leave here today for Raleigh, N. C.

Canadians Planning Public Relations Unit

TORONTO, Nov. 25.—The second day of the film trade's convention week today saw an all-out discussion on problems at the annual meeting of the Canadian Motion Picture Industry Council with chairman A. J. Mason of Springhill, N. S., presiding.

The principal move came when N. A. Taylor, of Toronto, was authorized to name a special committee from all branches of the industry to lay the groundwork for his proposed Canadian motion picture institute of public relations.

Loew's Dividend

Directors of Loew's, Inc., yesterday declared a dividend of 20 cents per share on the common stock, payable Dec. 24 to stockholders of record on Dec. 11.

No Paper Tomorrow

MOTION PICTURE DAILY **will not be published tomorrow, Thanksgiving Day, a legal holiday.**

Review

"Three Sailors and A Girl"

(Warner Brothers) *Hollywood, Nov. 24*

WARNER BROTHERS dropped their "Three Sailors and A Girl" into the Paramount Hollywood Theatre at night for a press preview between 'Calamity Jane" showings, and it appeared to please everybody in the capacity crowd completely. The song, dance and comedy departments are expertly cared for by Jane Powell, Gordon MacRae, Gene Nelson, Sam Levene, and roly-poly newcomer Jack E. Leonard. Color in Technicolor and wide-screen round out the readily exploitable and exploitation-worthy attraction, featuring materials with which the Warner studio has been building profitable musicals ever since "Gold-Digger" days. The market prospects stack up very well on the basis of the Hollywood preview response.

The picture was produced by Sammy Cahn, who also collaborated with Sammy Fain on its original songs, and dependable Roy Del Ruth's direction accounts for smoothness not frequently equalled in musicals.

The script by Roland Kibbee and Devery Freeman, based on an unnamed play by George S. Kaufman, ties the number together satisfactorily without placing a strain on the audience's credulity or patience. The musical numbers directed by Le Roy Prinz have gloss and glamor. Roy Heindorf's musical direction makes every melody count.

Staccato Levene, too rarely seen in pictures, mainsprings the picture plot, which has MacRae, Nelson and Leonard as sailors who land in New York with $50,000 collected from their buddies to invest in Wall Street, but switch to Broadway after meeting Levene, shoe-string stage producer, and musical comedy actress Jane Powell. Leonard has effective comedy manner, and George Givot, as a bumbling opera singer, gets some laughs also, but the show is all Levene's when he is on the screen. All the other time, practically, is taken up with songs and dances by Miss Powell, Nelson and MacRae in various groupings and with and without the chorus backing them up. The total is a solid musical comedy entertainment topped off at the close in an unscheduled appearance of Burt Lancaster as a Marine.

Running time, 98 minutes. General audience classification. Release date, Dec. 26.

WILLIAM R. WEAVER

Cleveland Meets on Compo Dues and Tax

CLEVELAND, Nov. 24.—Harry Buxbaum, COMPO distributor chairman here, at a COMPO drive meeting outlined the tax campaign to Cleveland branch managers. In announcing the reduced territorial dues quota of $6,949, as against last year's quota of $8,681, Buxbaum requested managers to urge their salesmen to collect exhibitor contribution checks on their initial call so that the drive can be completed within the established three-week period.

Md. Censor Bans 'Captain's Paradise'

BALTIMORE, Nov. 24.—The British film, "The Captain's Paradise" was rejected in its entirety today by the Maryland board of motion picture censors and termed "indecent, immoral and tending to debase or corrupt morals." Chairman Sydney R. Traub of the censor board said today's decision was influenced by action taken last week by Joseph Breen, head of the Production Code Administration, Hollywood, in revoking a tentative seal of approval.

Arthur Levy, branch manager for United Artists in Washington, said an appeal will be taken from the board's ruling.

Gollin Gets New Account

Collier Young and Ida Lupino have engaged the services of Ed Gollin and Associates to handle the New York publicity and promotion campaign for "The Bigamist," produced by Filmakers, Inc., which opens at the Astor Theatre here shortly.

Propose Gold as NTFC Head in '54

Melvin L. Gold was nominated for the presidency of the National Television Film Council for 1954 at a meeting here of the NTFC nominating committee. Gold, a past president, was one of the founders of NTFC.

In addition to Gold, the following slate was offered: John Schneider, executive vice-president; Arche Mayers, distribution vice-president; Bert Hecht, production vice-president; Ardien Rodner, station vice-president; Jim Ellis, Jr., agency vice-president; John Bergen, Jr., membership vice-president; Sally Perle, executive secretary; Sydney Mayers, general secretary, and Samuel Spring, treasurer.

Lehman, 50 Years in Theatres, to Retire

KANSAS CITY, Nov. 24.—Lawrence Lehman, who will retire after nearly a half-century in theatre ownership and management, has resigned as manager of the RKO Missouri Theatre here. He will be succeeded by Larry Caplane, who has been with RKO Theatres for 20 years and who was manager of the RKO Brandeis in Omaha for five years. The latter takes over on Dec. 2.

Lichtman Has Surgery

HOLLYWOOD, Nov. 24. — The condition of Al Lichtman, 20th Century-Fox distribution director, was described here today as very good following an operation at Cedars of Lebanon Hospital. Spyros P. Skouras, 20th-Fox president, visited Lichtman following the operation.

G. Rowland Collins A Director of Loew's

G. Rowland Collins yesterday was elected by the board a director of Loew's, Inc., to succeed Henry Rogers Winthrop, resigned.



G. R. Collins

Collins is dean of the School of Business of New York University, public governor of the American Stock Exchange, director of the Manhattan Life Insurance Co., trustee of the New York Institute of Credit, co-director of the Annual Investment Seminar of the New York State Bankers' Association.

Collins is also an author and is widely known in the field of business education.

Appoint Referee in RKO Pictures Suit

The appointment of referee Abraham Gellinoff to examine the Nevada action brought by attorney Louis Kipnis against RKO Pictures and Howard Hughes, board chairman, was disclosed here yesterday by New York Supreme Court Justice Samuel DiFalco.

Justice DiFalco named the referee in order to rule on another minority stockholder's suit, that of Louis Schiff and Jacob Sacks, which is now before his court. Justice DiFalco, in naming the referee, set Monday as the first hearing date. The judge instructed the referee to look into whether the Nevada action is a bona fide one, the manner in which the Kipnis action was moved to Nevada and whether the minority stockholder plaintiffs in the Nevada suit intend to press their action against the director defendants of RKO, other than Hughes.

Pending the referee's report, Justice DiFalco declined to rule on RKO's motion to dismiss or abate the current suit.

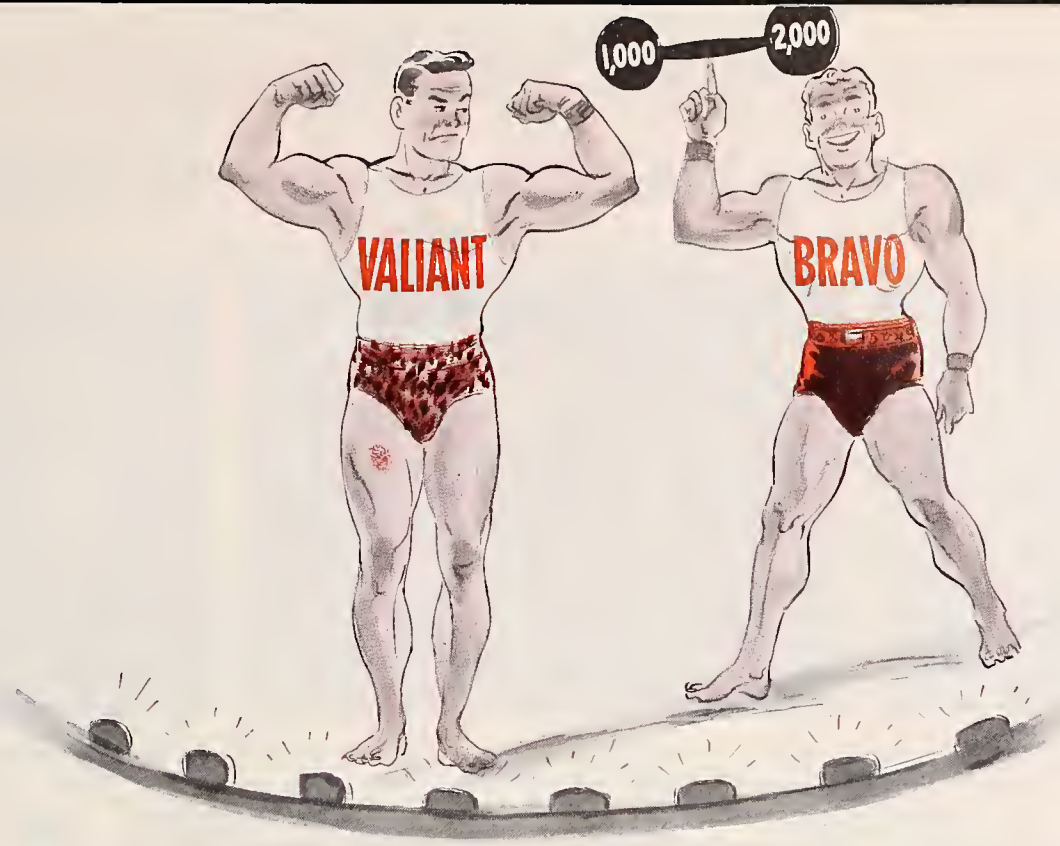
Compo Press Group To Meet on Friday

The newly-appointed press relations committee of the Council of Motion Picture Organizations will hold its first meeting on Friday at the Hotel Astor here. Ideas as to how COMPO press relations can be expanded will be exchanged at the sessions, which will be followed by a dinner. A chairman of the committee is expected to be elected.

AFM Talks Recordings

The recording and transcription industry will be discussed first at the series of meetings of the executive committee of the American Federation of Musicians, now underway here.

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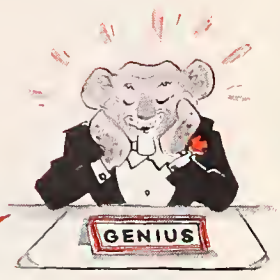
THE STORY OF THE TWO MUSCLE MEN!

(A Movie Parable)

Once upon a time there was a
Powerful guy named "VALIANT"
His act was so exciting,
The folks packed in to see him.
You'd think no one
Could equal him — but along
Came another muscle-man!
"BRAVO" had plenty of
What it takes! All the
Critics praised him and
Predicted he'd go places too,
Because he was Action
With a Capital A!



Did they get mad and fight
It out? Of course not!
Their Manager, a smart guy
Named Leo
The Lion
Realized he had, not just ONE —
BUT TWO TERRIFIC
ATTRACTIONS! So-o-o, while
Mighty "VALIANT" is a sensational
HIT right now, Manager Leo is
Grooming Big Boy "BRAVO" with the
Big Ballyhoo and you can tell the
Millions who crave ACTION that
Next month the Big Noise everywhere
Will be — you guessed it — "BRAVO"!





"Of course we're talking about those great M-G-M outdoor adventure color pictures — "ALL THE BROTHERS WERE VALIANT" (*it's Technicolor — starring Robert Taylor, Stewart Granger, Ann Blyth*) **and "ESCAPE FROM FORT BRAVO"** (*it's Ansco Color starring William Holden, Eleanor Parker, John Forsythe*)."



MORAL: YOU'LL ALWAYS GET ACTION FROM M-G-M!

Gen. Clark Leads Army to 'Cease Fire!'







ARMY, Government and United Nations dignitaries joined with entertainment world celebrities and film industry leaders for the brilliant military-style world premiere of Hal Wallis-Paramount's "Cease Fire!' last night at the Criterion Theatre at Times Square. The debut of the first feature drama to be filmed under actual battle conditions was preceded by colorful lobby and street activities which were followed by stage ceremonies in which Gen. Mark Clark, premiere sponsor, and the 3-D picture's Korea "G. I.'s" participated. Among those present at the gala affair were, (left to right) first photo: Owen Crump, the film's writer-director; Maj. Gen. Arthur D. Trudoe and Hal Wallis. Center photo: General Clark salutes the premiere as Mrs. Clark looks on smiling. Third photo: Charles Moss, Criterion director, and Paramount president Barney Balaban and Mrs. Balaban.

'Cease Fire'

(*Continued from page* 1)

of army searchlights and special police were detailed to handle the huge crowds that gathered to watch the celebrities enter the theatre.

The First Army band provided martial music in front of the Criterion and the military ceremonies were highlighted by the appearance of the Fort Dix drill team.

General Greets Troops

Gen. Mark Clark, who issued the "cease fire" order ending the Korean war, sponsored the premiere and was present to greet nine of the 14 soldiers who portrayed themselves as members of the reconnaissance patrol in the picture. Tex McCrary, television personality, served as master-of-ceremonies at the events inside the theatre.

McCrary introduced Lt. Gen. Withers A. Burress, commanding general of the First Army, who, in turn, introduced General Clark. Following brief remarks by the general, the nine soldiers of "Cease Fire," wearing the combat uniforms they wore in the picture, filed on stage, saluted and shook hands with their former commander-in-chief.

SMPTE-'Scope

(*Continued from page* 1)

sound test films will be available for delivery in December.

In reporting that production of films had begun, Barnett said, "the Society is doing its best to supply the needs of theatre owners, theatre service companies and equipment manufacturers who have urged that the Society make every possible effort to hasten the availability of these test films. The Society urges all test film users to submit their requirements without delay so that efficient production schedules can be established."

First types of the new sound test films to be produced are a multi-frequency test film in 426-foot lengths, a 8,000-cycle azimuth test film in 50-foot lengths and a 1,000-cycle balancing test film in 50-foot lengths.

Pathe and Denham

(*Continued from page* 1)

of Denham facilities for processing of American films for showing in Europe. The two-year contract was announced by James L. Wolcott, executive vice-president of Pathe, a subsidiary of Chesapeake Industries, Inc.

Denham Laboratories, part of the J. Arthur Rank film interests, is the largest independent film processing organization in Britain. W. M. Harcourt, managing director, represented Denham in the negotiations.

The deal will give Pathe a European outlet for its new color film process, Pathecolor, Wolcott said. He called the signing "an important step in making Pathecolor available all over the world."

Exchange Has Begun

An exchange of technical information, especially from the standpoint of Denham processing of Pathecolor, has already begun. In the first year of the agreement, Pathe expects to send 15 Pathecolor features to Britain.

Pathe has been enlarging its color rapidly in the past year.

'Robe' Gross

(*Continued from page* 1)

of the theatre. The figure includes the amusement tax.

World premiering at the Roxy on Sept. 16, "The Robe" is the first picture to play the theatre for 11 weeks, establishing exhibition records during the period, including a world mark of $317,286 in its first week. The picture has already earned more than one-fourth of its production cost in the single engagement, returning to 20th Century-Fox more than $1,000,000 in film rentals to date.

'12-Mile Reef' Follows 'Robe' at the Roxy

"Beneath the 12-Mile Reef," 20th Century-Fox's third CinemaScope production, filmed on location in Tarpon Springs, Key West and the Bahamas, will have a world premiere at the Roxy Theatre here on the evening of Dec. 14, supplanting "The Robe."

CinemaScope Tests

(*Continued from page* 1)

Fox, regarding the company's policy of requiring stereophonic sound for CinemaScope, Skouras had agreed to launch the tests in January.

Reade told the convention that TOA leaders were pleased with Skouras' decision and would attend the tests. However, leaders in the Carolinas association suggested that the tests be held in each exchange center so that all exhibitors would be able to attend them and decide whether stereophonic sound would be necessary in particular theatres.

Nash Weill, general manager of Wil-Kin Theatre Supply Co., moderator of a panel discussion, declared that new filming and projection methods will start "long lines forming at the box offices again."

Zimmerman

(*Continued from page* 1)

and general counsel and vice-president of RKO Pictures Corp.

He participated in the drafting of the 1940 consent decree in the U. S. vs. Paramount case and the national arbitration system implementing that decree, testified in other key cases on industry trade practices and was an industry spokesman in the Senate Small Business committee hearings on the industry last spring.

Clark, Johnson

(*Continued from page* 1)

free press guaranties of the First Amendment.

Johnson joined the MPAA in 1951 after a number of years in government service. He served as economic adviser to Eric Johnston when the latter was Economic Stabilization Administrator. Prior to that he was chief economist for the U. S. Bureau of Budget; was director of the Economic Stabilization Division of the National Security Resources Board, and was with the Treasury Department, Commerce Department and Office of Price Administration.

'Informal Talk'

(*Continued from page* 1)

out of focus now, with the leavening of time, the hopes for arbitration will be realized. That sentiment, he added, is evident among the distributing companies, TOA, other organizations and "even Allied."

Some glimmer of hope for Allied's participation in the projected negotiations was indicated by a top Allied leader recently when he said that his association's demand for a provision in any plan calling for the arbitration of film rentals did not mean that each film deal should be the basis for a hearing. He described Allied's stand as meaning that the question of whether an exhibitor could play economically on percentage, rather than on flat rental, should be arbitrable.

A big question that faces both the TOA and the distributors is whether the Department of Justice will approve any plan that does not include Allied's support. On the other hand, both Abram Myers, Allied general counsel, and president Wilbur Snaper have stressed the fact that Allied can take no position until after its winter board meeting in February.

Elect Fabian

(*Continued from page* 1)

Nathan Furst, Jack Hoffberg, Arvid Kantor, Harold Klein, Bernard Kranz, Morton Levine, Hugh Owen, Walter Reade, John Schneider, Cy Seymour, Robert K. Shapiro, Spyros S. Skouras, David Snaper, Morton Sunshine, George J. Waltman and Max Wolff.

Winners of a 1954 Cadillac each, in the recent Variety Club raffle were Saul Lerner, Long Island exhibitor, and Emil Friedlander of Dazlan's, theatrical costume and materials company.

The Variety Club Foundation to Combat Epilepsy yesterday presented its second $2,500 check to Dr. H. Houston Merritt, director of neurological services at the Neurological Institute, Columbia-Presbyterion Medical Center.

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Universal International

"...Pictures with that Universal appeal"

Johnston Says

(*Continued from page* 1)

mount president, at the recent annual dinner of the Motion Picture Pioneers.

Johnston, in an interview, covered many topics ranging from MPAA's fight to combat government film censorship to the organization's project to streamline distribution. Regarding the product situation, Johnston emphasized that a picture in today's market must be very good in order to recoup its costs and show a profit. The reluctance of producing companies to turn out pictures of lesser quality is the reason for the production cut-backs, the MPAA president indicated.

Would Streamline Distribution

On MPAA's long-range project to streamline distribution, Johnston expressed the hope that "some decisions" would be forthcoming in two or three months. He said the initial goal would be to select an area in which the physical distribution operations of many companies would be combined into one over-all operation, thus offering a yardstick as to the savings and efficiencies obtainable under the plan.

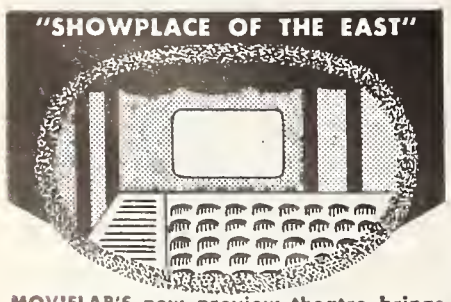
He said he had the New York area and two other areas in mind for the experiment, adding that initially it may only encompass the distribution of short subjects, educational and documentary films of the major companies. The slowness of the companies to move ahead on the project, he explained, was the reluctance in some quarters to hand over the distribution of a top picture to a "neutral" organization.

Regarding censorship, Johnston said the MPAA is still struggling for the same "complete freedom" as afforded American newspapers.

The Production Code, Johnston went on, has done a good job in general, despite contentions that the industry no longer needs self censorship. Such arguments, he added, when they come from within the industry, represent a "vocal minority." The Code, he declared, has resulted in a "greater freedom" for the screen, blocking governmental censorship moves.

Discusses Foreign Situation

On the foreign situation, Johnston said that the revenues realized from the foreign field in 1954 would probably be somewhat less in comparison to the current year. He explained that 1953 foreign remittances, estimated at $170,000,000 by other quarters, has been swollen by the unfreezing of heretofore blocked currencies in such countries as Japan and Brazil.



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Reviews

"Rob Roy, the Highland Rogue"

(Disney-RKO Radio)

HANDSOMELY mounted and rich in production values, "Rob Roy, the Highland Rogue" is an action-filled picture with Richard Todd and Glynis Johns in the top roles. Produced in color by Technicolor in Scotland, the story should not be confused with the Sir Walter Scott story of the same name Instead, it is a historical account of the Clan MacGregor and its most famous MacGregor, Rob Roy, and their stand against the oppression of the absentee kings and officials. Because of their readiness to join any political uprising that would place the Scotch Stuart line back on the English throne, the MacGregors were classed as traitors and for more than 200 years were deprived of their name and privileges.

Todd, as Rob Roy, and Miss Johns, who supplies the love interest, give capable performances and they have been surrounded by a cast of fine players. Basically, the story is that of Rob's clashes with the British forces under the Duke of Montrose, played by Michael Gough, who enforces unjust laws against the MacGregors, drives Rob into outlawry, burns his homestead and tries to shame his bride. Although repeatedly captured, Rob always manages to escape in daring fashion and it is these escapades that provide the action of the picture. Eventually, Rob wins the king's pardon.

On the negative side, it could be said that the picture becomes too loaded with dialogue between the action sequences and, in spots, this "wordiness" tends to slow down the fast pace with which the picture gets started. However, this is minor criticism because, on the whole, the production has sufficient action and romance to please the majority of fans. In a sense, the film could be described as a "Scotch Western," because it has all the elements of the so-called "horse opera," plus the historical value in a different setting.

Especially fine is the scenery. The authentic Highland backgrounds of lochs and heather-covered mountains have rarely been captured by the camera so vividly. To assure this authenticity, Walt Disney sent an entire unit to locations in Scotland. In addition, the British War Office provided 600 soldiers from a Scottish regiment to act as Scottish rebels and English soldiers for the gigantic battle sequences. "Rob Roy" was produced by Perce Pearce and directed by Harold French, from a screenplay by Lawrence E. Watkin

Others in the cast are James Roberston Justice, Finlay Currie, Jean Taylor-Smith, Geoffrey Keen, Archie Duncan, Russell Waters, Marjorie Fielding, Eric Pohlmann, Ina de La Have, Michael Goodliffe, Martin Boddey, Ewen Solon, James Sutherland and Malcolm Keen.

Running time, 85 minutes. General audience classification. For February release.

AL STEEN

"Hondo"

(Warner Brothers 3-D)

FRONTIER life gets the 3-D treatment in this Wayne-Fellows production, which offers many tense moments for action fans. This outdoor drama, starring popular John Wayne and introducing Geraldine Page, has many of the attributes of stock Westerns, but, in addition it has deeper characterizations, thereby enriching the entertainment.

Geraldine Page as a lonely wife of an erring rancher, confronted with the problem of raising a young son, renders a competent performance. Wayne as Hondo the tough, rough-and-ready frontiersman is his usual winning self. Despite the many melodramatic formula situations in the story, the film, in WarnerColor, should do nicely at the box-office. The 3-D medium on the whole is subordinated to the unfolding story with the exception of a few "gimmicks" such as a spear or knife being thrown at the audience.

The story finds Wayne, a dispatcher attached to the U. S. Cavalry, wandering on the lonely ranch occupied by Miss Page and her small son, Lee Aaker. Immediately, the two are attracted to one another, although the woman pointedly indicates her bond to her husband, later unveiled as a scoundrel. The ranch is located in hostile Apache country and Wayne attempts to convince the woman that it would be safer to vacate her cabin and, with the boy, move to friendlier territory. Unsuccessful, he rides away to complete his mission with the Cavalry.

The action rolls fast and furious following Wayne's return to the Cavalry encampment. Following a fist fight, Wayne finds himself forced to kill the woman's husband in a gun duel while returning to the ranch. In the meantime, the warring Apaches visit the cabin occupied by Miss Page and her son. They are saved only by the pluck of the little boy who wins over the Apache chief and is adopted as the chief's son. Wayne, too, is indirectly saved by the boy, when, following an ambush, he is released when the Apache leader is mistakenly convinced that Wayne is the father of the boy. At the ranch, Wayne struggles to tell the woman that it was he who killed her husband. Finally, prompted by the loose talk of a visiting soldier he does so.

Robert Fellows produced, and John Farrow directed from a screenplay by James Edward Grant, based on a story by Louis L'Amour. Others in the cast are Ward Bond, Michael Pate, James Arness and Rodolfo Acosta.

Running time, 82 minutes. General audience classification. Release date. Jan. 2.

MURRAY HOROWITZ

Finish Para. 3-D Short

"Boo Moon," Paramount's second 3-D short subject with color in Technicolor, has been completed. It follows "Popeye—the Ace of Space," currently in release. "Boo Moon" is a fantasy about a trip to the moon. It stars Caspar, "The Friendly Ghost."

Named Coast Editor

Dee Phillips (Mrs. Jack Holland) has been named West Coast editor of "Movie Spotlight," "Movie Play" and "Movie Time," all published by Allen Stearn, of Biltmore Magazines, Inc. Ruth Fricson is editorial director in New York.

National Pre-Selling

"HOW to Marry a Millionaire," the CinemaScope production, reports "Life's" current issue, "is a swank fable of three Manhattan models who get trapped by true love while hunting rich men. In it the close-up problem was neatly solved by shooting the stars lying down. By the weekend it was running neck and neck with 'The Robe' at the box-office in three cities. It began to look as if CinemaScope was the answer."

•

"The Glenn Miller Story" reports Ed Miller in the December issue of "Seventeen," "recreates the life and times of a great dance-band leader.

"Not the least of the wonderful things about the new U. I. movie tribute to the band leader, 'The Glenn Miller Story,' is that it is one of the most carefully researched biographical stories to come to the screen. Mrs. Miller approved the casting and okayed each page of the script."

•

"The Robe," "From Here to Eternity," "Latin Lovers," "The Caddy" and "All American," are some of the pictures recommended in the December issue of "Modern Screen."

•

In a review of events which were highlights of 1953, "American Weekly" in the Nov. 22 issue reports on motion pictures. "Movie fans had plenty to be thankful for, with 3-D, CinemaScope and stereophonic sound, but one high spot was the 'impossible' job Columbia Studios, with Burt Lancaster, Deborah Kerr, Frank Sinatra, Montgomery Clift and Donna Reed, did to make a lusty book, 'From Here to Eternity,' a hit."

•

"Kiss Me Kate" was chosen by Florence Somers in "Redbook's" December issue for the annual silver cup award.

•

A suggestion for helping pre-sell coming features is inspired by a new model of record-playing equipment just announced by M-G-M Records. The new machine is a completely automatic three-speed portable which has a number of new advantages in addition to its attractive appearance. The idea is to play records to patrons waiting in the lounge, and to intersperse them with theme songs from coming pictures. The volume can be adjusted in such a manner that the sound is not too intrusive. In this way, patrons are quietly entertained while they are waiting, and at the same time it is helpful to coming features.

•

Louella Parsons interviewed Anne Baxter, star of "John Brown's Body," for the "Pictorial Review's" Nov. 22 issue. Anne's impression of "John Brown's Body": "It's an epic poem and tells the story of a real American."

•

" 'Botany Bay,' " reports Louella Parsons in "Cosmopolitan," "is the lusty saga, in Technicolor, of a shipload of convicts who braved the cruel sea to settle Australia as freemen. It stars Alan Ladd as a wronged American but the picture is stolen by James Mason as the brutal, sadistic captain."

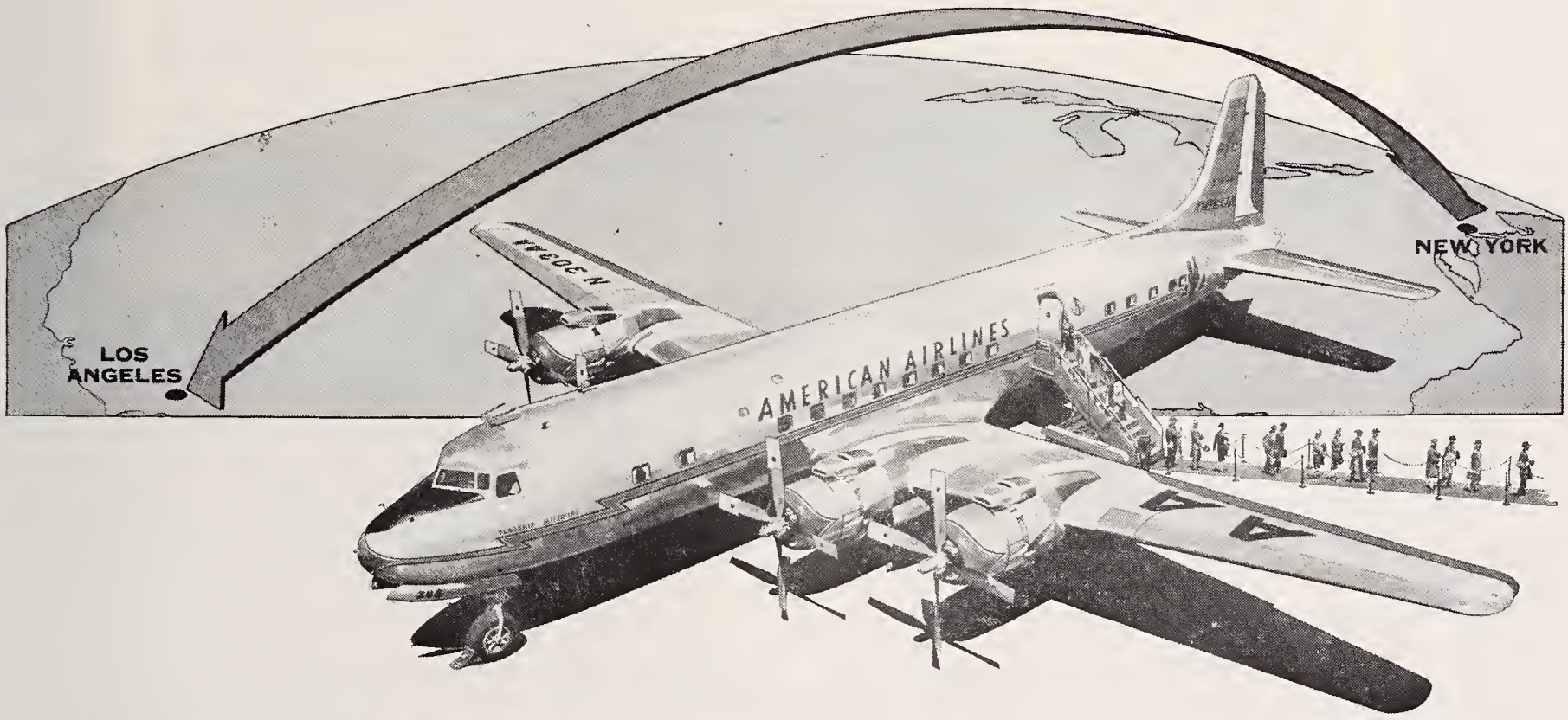
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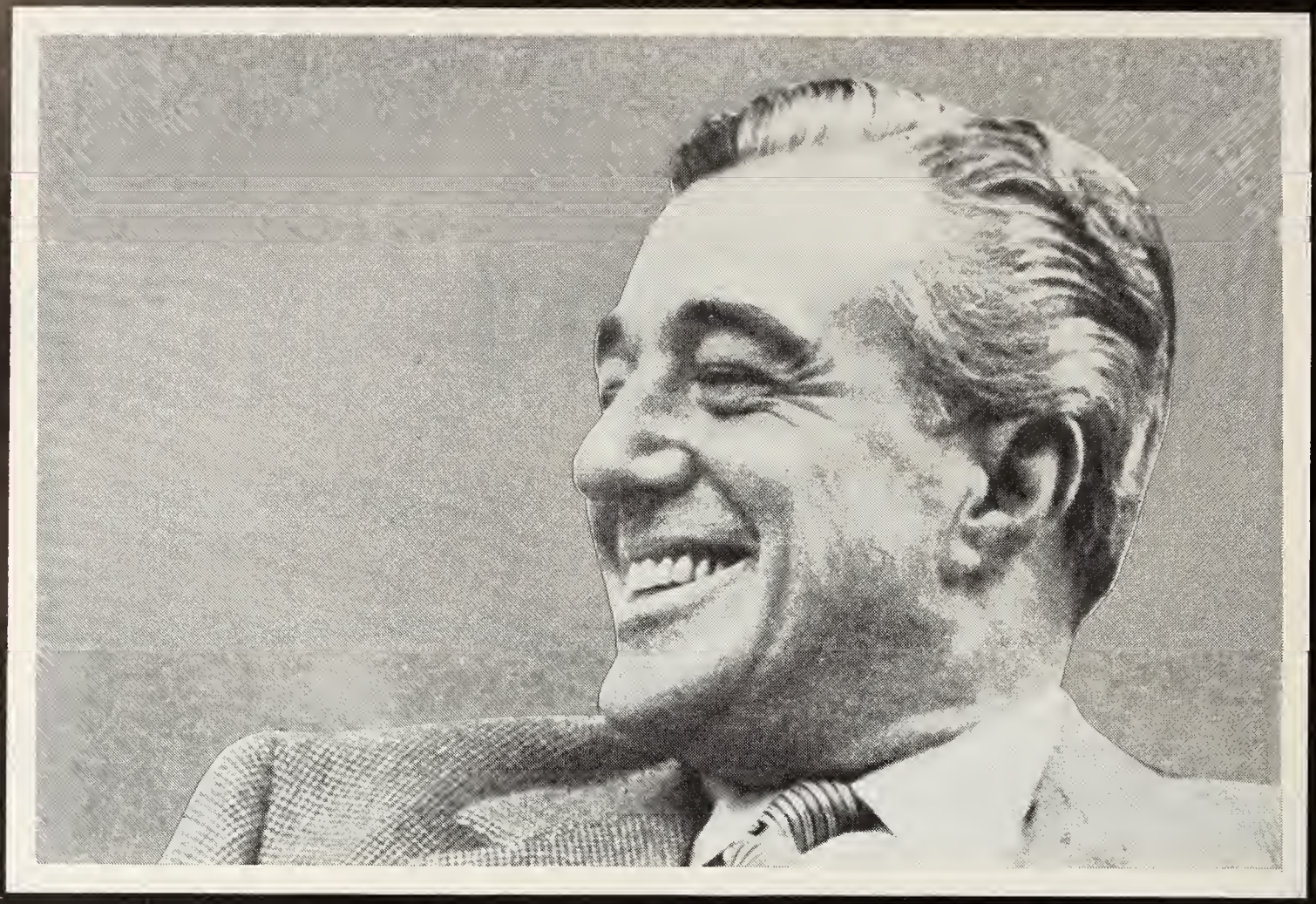
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With the inauguration of its new DC-7 Flagships on November 29, American Airlines now offers NONSTOP MERCURY service—the fastest nonstop service coast-to-coast and the only transcontinental service under 8 hours.

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VOL. 74. NO. 102 NEW YORK, U. S. A., FRIDAY, NOVEMBER 27, 1953 TEN CENTS

Exhibitor Aid

Asks Canadian Advisory Plan On New Media

Would Give Information To Dominion Exhibitors

TORONTO, Nov. 26.—The establishment of a national technical advisory committee for the distribution of information on new techniques to Canadian theatre owners was urged here by Morris Stein, chairman of the National Committee of Motion Picture Exhibitors Association of Canada. Stein made the proposal at the 12th annual meeting of the Motion Picture Theatres Association of Ontario.

The advisory group, Stein said, would function under the auspices of the Motion Picture Industry Council of Canada, to which the project will be recommended.

Directors elected by the MPTA of Ontario, which has a membership of 360 theatres, were Jack Clarke, E. C. Forsythe, Lionel Lester, H. S. Mandell, Morris Stein and W. A. Summerville, all of Toronto, and Morris Berlin, Lou Sonsky, Angus Jewell,

(*Continued on page* 4)

Columbia to Meet Here on Monday

Columbia on Monday will open the second in a series of three sales meetings at the Savoy-Plaza Hotel here, with general sales manager A. Montague presiding. The meetings, which will run through Thursday, will be attended by home office executives and top sales heads, four division managers and the branch managers, salesmen and bookers of 10 exchanges. First of the meetings took place last week in Chicago with the second

(*Continued on page* 4)

Film Shares Strong; Some at New Highs

Amusement shares were strong and in good demand in Wednesday's preholiday market, all issues closing at gains from a fraction to more than a point and some attaining or approaching new highs for the year.

American Broadcasting-Paramount Theatres, continuing a pattern established several days earlier, closed at 15¾, compared with the year's high of 15⅞. The closing was up ¼ on

(*Continued on page* 4)

U.S. Bishops Praise Code; Warn on 'Condemned' Films

WASHINGTON, Nov. 26.—The full U. S. Catholic Bishops Conference adopted a resolution at its annual meeting here highly praising the motion picture industry's Production Code as helping to achieve "right moral standards in screen entertainment."

At the same time, the Bishops Committee on Motion Pictures, also in session here, expressed grave concern over the number of theatres including theatres owned by large circuits, which played films condemned by the Legion of Decency.

"The management of these theatres are reminded," the committee said, "that the Catholics of the U. S. are pledged to remain away altogether from

(*Continued on page* 4)

Industry of Canada Honors Fitzgibbons As Pioneer of Year

TORONTO, Nov. 26.—The Canadian Picture Pioneers last night honored John J. Fitzgibbons, president of Famous Players Canadian Corp., as Pioneer of the Year at the organization's annual dinner held in the Royal York Hotel here.



J. J. Fitzgibbons

Also honored were Ray Lewis, publisher of "Canadian Moving Picture Digest"; Col. John A. Cooper, former head of the Canadian Motion Picture Distributors Association, and Bernard E. Norrish, former president and chairman of the

(*Continued on page* 5)

ITO in Northwest Reelects Hone

SEATTLE, Nov. 26.—J. M. Hone was reelected executive vice-president of the Independent Theatre Owners of Washington, Northern Idaho and Alaska at the organization's 30th annual convention held here at the Benjamin Franklin Hotel.

H. B. Sobottka, vice-president of the John Hamrick organization, was elected treasurer of the group. The new board of directors consists of Mildred Wall, Mike Barovic, Dwight

(*Continued on page* 4)

Lining Up Talent

AB-PT Resumes Work on Industry TV Pilot Films

Work on the pilot TV film, designed to promote the motion picture industry, is progressing, Robert Weitman, vice-president of American Broadcasting-Paramount Theatres, disclosed here.

Weitman acknowledged that for awhile the project had been tabled, but he said AB-PT representatives on the Coast now are culling through current film releases and lining up personalities. The show, tentatively titled "Hollywood Parade," was envisioned as a weekly series when it was planned and received the approval in principle of the Motion Picture Association of America.

Months ago, however, it ran into snags delaying its projected launching this fall. Reasons for the delay were partly attributed to the unavailability of required personalities on the Coast. Another factor was the unwillingness of the American Federation of Musicians to go along with other talent

(*Continued on page* 5)

East and West Pa. Allied OK Resolutions

PHILADELPHIA, Nov. 26.—The board of governors of Allied of Eastern Pennsylvania, meeting here, unanimously approved all resolutions and actions of the national Allied convention held in October in Boston.

The board of directors of Western Allied, meeting in Pittsburgh, acted similarly on the national Allied resolutions.

Talks Start

H-63 Aims At New Pacts For 9 Home Offices

New 2-Year Agreement Closed With Paramount

Following an agreement on a renewal pact for Paramount home office employes, Local No. H-63 has started, or is preparing to negotiate continuing contracts with seven other companies and a new contract for the home office workers at Loew's. The union expects to consummate pacts for approximately 2,500 home office white collar workers by the end of the year.

The Paramount contract was approved at a membership meeting held here in the Woodstock Hotel. The agreement is retroactive to March 21. The major features provide for wage increases ranging from $4 to $5.50 a week; minimum hiring scales were increased by those amounts and a number of other hiring scales were increased by a larger amount in cases where it was believed that inequities have occurred. Severance pay was increased from a maximum of eight weeks to 10 weeks and an additional half-holiday was agreed upon. Where a contract half-holiday falls on a Fri-

(*Continued on page* 5)

RKO Pictures Cuts Loss to $248,377

RKO Pictures cut its loss to $248,377 for the three months ended Oct. 3, according to a statement from the company. This loss for RKO Pictures and subsidiary companies, it was added, is subject to audit and year-end adjustment and compares with a loss of $1,064,932 for the third quarter of 1952.

For the nine months ended Oct. 3, operations resulted in a net loss of $3,739,119, subject to audit and year-end adjustment, which compares with a loss of $4,777,766 for the same period of 1952.

20th-Fox to Release 9 in Four Months

Nine productions, including four in CinemaScope and color by Technicolor, three conventional films in color by Technicolor, and two standard black-and-white pictures, will be released between December and March by 20th Century-Fox, the company announced.

Personal Mention

SPYROS P. SKOURAS, president of 20th Century-Fox, will return to New York by plane today from Hollywood.

•

WALTER WANGER, Allied Artists producer, has arrived here from the Coast.

•

ARTHUR KWITNEY, of Columbia Pictures' home office sales contract department, is the father of a boy born to MRS. KWITNEY last Tuesday at Bronx Hospital.

•

JOHN MCGRAIL, exploitation representative in New England for Universal-International, has returned to his Hartford headquarters following an operation.

•

WALTER J. B. BARBER, Universal Pictures advertising production manager, is preparing to welcome his son, WALTER, Jr., back from two years of Army service.

•

ARTHUR L. PRATCHETT, Paramount International division manager in Latin-America, will arrive here on Dec. 6 from Mexico City.

•

DOROTHY MCCANN, production supervisor of "Death Valley Days" for McCann-Erickson, has returned to New York from Hollywood.

•

JOE MINSKY, film booker for Stanley Warner theatres in the New England zone, and MRS. MINSKY are the parents of a baby girl.

•

WILLIAM C. DOZIER, vice-president of Cornwall Productions, has left here by plane for Hollywood.

•

HERMAN COHEN, president of Abtcon Pictures, Inc., has returned to Hollywood from London.

•

TERRY TURNER, of General Teleradio, Inc., has left Hollywood for New York.

•

ARTHUR HORNBLOW, JR., producer, left Hollywood yesterday for New York.

•

HENRY GINSBERG left the Coast by plane yesterday for New York.

Award for Cinerama

In recognition of the roller-coaster sequence in "This Is Cinerama" as "one of the most thrilling scenes ever filmed," the National Amusement Device Co. will present a special plaque to Cinerama on Tuesday during the annual convention of the National Association of Amusement Parks, Pools and Beaches in Chicago. The award will be presented by George Hamid, president of the association, in behalf of its membership and will be accepted by Douglas Helgeson, Chicago managing director of Cinerama.

Palm Springs 'Female' Bow In Theatre, on Telemeter

HOLLYWOOD, Nov. 26.—The theme, "Broadway and 42nd Street transplanted into the middle of a California desert," will keynote a two-day cclebration in Palm Springs in connection with the world premiere and press junket for Paramount's "Forever Female" on Saturday and Sunday.

Invitations have been sent to over 300 screen personalities and Hollywood press correspondents to attend the event, which will take place at the Plaza Theatre in Palm Springs and, at the same time, be presented by Telemeter to over 75 private homes in the area on television screens.

Barney Balaban, president of Paramount Pictures, and Paul Raibourn, vice-president in charge of Paramount Television, will attend the event. They will be met in Palm Springs by Y. Frank Freeman, vice-president in charge of the Paramount studio. Others slated to attend include Carl Leserman, executive vice-president of Telemeter; Dr. Louis Ridenour, vice-president in charge of engineering for Telemeter; Don Hartman, Paramount production head; Russell Holman, Eastern production manager; Eugene Zukor, Telemeter director, and Pat Duggan, producer of "Forever Female." Paramount owns a 50 per cent interest in Telemeter.

Following the first show on Telemeter, approximately at 9:00 P.M., half an hour after the premiere in the theatre, there will be another Telemeter show of the picture at 11:00. The press and stars will see the Telemeter at designated homes and at the Racquet Club in Palm Springs.

Balaban, Raibourn and Holman will stay on the Coast several days to meet with Freeman and other studio officials.

Palm Springs, walled off from television reception by mountain ranges until Telemeter installed a mountaintop antenna and literally "wired" the town for the residents, has about 500 sets, total, at this time, and is expected to have 1,000 by Jan. 1, but only 75 are equipped so far to pick up telemetered programs.

"Forever Female" runs concurrently at the Plaza Theatre, under arrangement with Earl Strebe, who shares in the Telemeter receipts from set-owners. All pictures playing his house will be available hereafter to home set owners who prefer paying for them on Telemeter to coming to see them at theatre.

If the Notre-Dame-Southern California football game played in Los Angeles Saturday does not sell out, in which case it may be televised generally, Telemeter will bring it to Palm Springs Telemeter subscribers by closed circuit that afternoon.

2 Paramount Shorts On Telemeter Test

Two new Paramount one-reel subjects will be included on the Telemeter test presentation program, along with "Forever Female," at Palm Springs, Cal., starting tomorrow.

The short subjects are "Rough Ridin' Youngsters," a Grantland Rice Sportlight, and a Paramount Pacemaker, "Million Dollar Playground."

Ad Heralds Bow of Telemeter on Coast

HOLLYWOOD, Nov. 26. — The first newspaper advertisement heralding the introduction of the pay-as-you-see television system, Telemeter, in Palm Springs, called attention to the public that for the first time first-run films will be available on TV.

Telemeter, which is affiliated with Paramount Pictures, will program Paramount's "Forever Female" Saturday in a twin premiere at Palm Springs. The picture will also open on the same night at the Plaza Theatre. The three-quarter page ad appeared in "The Desert Sun."

Preferred Stock Of AB-PT Cut

A capital stock reduction of 74,422 shares of preferred shares of American Broadcasting-Paramount Theatres through purchase of the stock by the company was disclosed here on Wednesday.

The purchase, which took place over a period of months, was reported by the company in a certificate of capital stock reduction filed in Albany, N. Y. The total number of outstanding preferred AB-PT shares, which carries a $20 per share par value, was put at 533,624 shares following the reduction.

Christmas Program Dec. 3 at Music Hall

The annual "Nativity Pageant" and a new holiday spectacle, "Christmas, U. S. A.," will open Thursday at Radio City Music Hall here. It will be accompanied by the first showing of "Easy to Love," M-G-M feature.

Skouras Theatres to Aid Christmas Fund

The 49 theatres of Skouras Theatres have been pledged to support the New York "Journal-American" $50,000 "G.I." Christmas Fund campaign, president Spyros S. Skouras reported here.

All theatre staffs of the circuit will help in distributing gifts to veterans in 14 military and veteran hospitals, Skouras said.

High Theatre Prices Hypo Reading: BLS

WASHINGTON, Nov. 26.—The Bureau of Labor Statistics reports that theatre admission prices went up again in October. Issuing its monthly Consumers Price Index, the BLS noted a .7 per cent rise in the reading and recreation group. It declared that "a temporary increase in admission prices for special films" was largely responsible.

Chairmen Named for Birthday Clebration Of Illinois Allied

CHICAGO, Nov. 26. — Van A. Nomikos, vice-president of Allied Theatres of Illinois, has been named general chairman for that unit's 23rd anniversary celebration, which will be held Dec. 21 at the Chez Paree. Jack Kirsch, state Allied president, who made the Nomikos appointment, also has designated Jack Clark as arrangements chairman, Charles R. Lindau and Jack Rose as co-chairmen for ticket sales and Bruce Trinz, Quigley Publications' Chicago correspondent, as publicity chairman.

George Spoor Dies; Essanay Founder

CHICAGO, Nov. 26.—George K. Spoor, 81, film pioneer who in the early days of the industry was instrumental in establishing Chicago as a production center second at that time only to the New York area, died at his home here Tuesday.

Spoor and Gilbert M. (Bronco Billy) Anderson in 1897 founded the old Essanay Film Co., of which Spoor was president. For the next two decades, until the studio was closed in 1916, many of the industry's most prominent stars were products of Essanay. Among these were Gloria Swanson, Charles Chaplin, Francis X. Bushman and Wallace Beery.

Spoor was born in Highland Park, Ill., in 1872. A railroad worker in his youth, he became associated with the entertainment industry in 1895 when he exhibited in vaudeville theatres the "kinedrome," an early type of motion picture projector. After joining with Anderson to form Essanay, Spoor experimented extensively with three-dimensional films and exhibited this type of picture noncommercially as early as 1925. However, attempts to exhibit the films on a commercial basis were unsuccessful.

Spoor, whose wife, Ada, who was a sister-in-law of the evangelist Billy Sunday, died in 1951, is survived by a daughter, Mrs. Gertrude Weart.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
M-G-M's "KISS ME KATE" starring
Kathryn GRAYSON · Howard KEEL
ANN MILLER
Photographed in ANSCO COLOR
Print in TECHNICOLOR
and SPECTACULAR STAGE PRESENTATION

JANE POWELL · GORDON MacRAE
3 SAILORS AND A GIRL
with GENE NELSON JACK E. LEONARD
Color by TECHNICOLOR
PARAMOUNT TIMES SQUARE

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. . . And the sound was all around

No wonder the audience loved it . . . loves it—more and more.

New "depth" and "breadth" of sound and optics. New technics in production, processing, and projection. These—plus an ever-increasing interest in color—are problems discussed everywhere today... problems which the Eastman Technical Service for Motion Picture Film is helping the industry to solve.

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137 North Wabash Avenue
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West Coast Division
6706 Santa Monica Blvd.
Hollywood 38, California

Advisory Plan

(*Continued from page* 1)

H. C. C. Main, J. D. McCullough and Floyd Rumford from other points.

Stein Is Reelected by Canada Exhibitor Unit

TORONTO, Nov. 26. — Morris Stein, general manager of the Eastern division of Famous Players Canadian Corp., was reelected national chairman of the National Committee of Motion Picture Exhibitors Associations of Canada at a meeting held here.

Named as vice-chairman were F. Gordon Spencer, of St. John, and S. R. Miles of Winnipeg. H. C. D. Main is secretary-treasurer and Arch Jolley of Toronto is executive secretary.

Columbia to Meet

(*Continued from page* 1)

scheduled for San Francisco Dec. 14-17.

Following the pattern established at the Chicago sessions, Montague will present to the delegates plans for the continued sales of "From Here to Eternity," as well as sales of "Miss Sadie Thompson," which will be given a limited number of pre-release engagements in 3-D beginning at Christmas; "The Caine Mutiny," which will go into pre-release in late spring or early summer, and "It Should Happen to You," Judy Holliday starrer.

Queen's Island Visit Filmed by Univ.

Universal dispatched a camera crew to Bermuda to make an Eastmancolor recording of the visit there of Queen Elizabeth. Bermuda was the first stop in the Queen's world tour.

The decision to make the subject, which will be included in Universal's "U-I Color Parade," was prompted by the performances of previous films dealing with the Queen, such as "Royal Journey," "Royal Wedding" and "A Queen Is Crowned."

Oregon Exhibitors Review TOA Topics

SALEM, Ore., Nov. 26.—Forty Oregon exhibitors joined in a special forum on the subjects brought up at the recent convention of the Theatre Owners of America. Art Adamson, moderator for the session, advised on 3-D, CinemaScope, legislation and taxation during the session.

Another meeting is scheduled for early 1954.

Gas Blast in Arkansas

HELENA, Ark., Nov. 26.—A gas explosion in an adjoining building showered bricks and rubble on 15 rows of seats in the Paramount Theatre here. No one was hurt.



Review

"Sins of Jezebel"

(*Lippert*) *Hollywood, Nov. 26*

IN view of the unbroken record of mass response to Biblical subjects, there cannot be much question about the commercial merit of this production in which Paulette Goddard plays Jezebel; and she plays it in proper taste and without overdoing the role that could have taken the screen back to Theda Bara if handled for sensation instead of sense. Although produced on a budget far below that of "Quo Vadis" and presents no artistic challenge to "The Robe" or "Samson and Delilah," it is a blood-brother to them as to topic and, in proportion, as to box-office.

The picture is in Ansco Color and was shot for wide screen (1.85:1) but can be shown in standard dimensions also.

It is a Robert L. Lippert, Jr., production, and was produced by Sigmund Neufeld and directed by Reginald LeBorg. It was written for the screen by Richard Landau, who displayed a proper regard for his subject matter and its source at all times.

The story opens with Jezebel journeying to Jezreel (in the 9th Century, B.C.) to marry Ahab, king of Israel, who has pledged to his advisers, who are opposed to this match, that he will not permit his queen to set up in Israel an idol to her god, Baal. When, after their marriage, he violates this pledge, the prophet Elijah calls upon God to bring thirst upon the land in punishment. Followers of Baal set up a sacrificial altar and pray to Baal for rain, but it is not until Elijah, after denouncing their worship of Baal, prays to God for rain that the downpour begins. In following sequences Jezebel meets reverse after reverse and finally meets her death.

Also in the cast are George Nader, John Hoyt, Edward Franz, John Shelton, Margia Dean, Joe Besser, Ludwig Donath and Carmen D'Antonion.

Running time, 74½ minutes. General audience classification. November release.

Film Shares

(*Continued from page* 1)

a turnover of 10,300 shares. Columbia Pictures, jumping 1⅛ on a turnover of 13,200 shares, closed at 17½, a new high for the year. Columbia preferred gained a half point, closing at 63.

Loew's was in good demand with a 15,000 share turnover, closing at 12½ for a gain of ¼. National Theatres was up ⅛ on a 10,800 share turnover, closing at 6¾. Paramount gained ⅜ to close at 27¼. RKO Theatres closed at 4¾, up ⅛, to equal the high for the year. At 10½, Stanley Warner was up ⅛, while 20th Century-Fox was steady at 18⅞. Universal gained ¼, closing at 16⅛, and Warner Brothers was up ⅛ at 12⅛.

On the American Exchange, Technicolor advanced 1¼ to 16 on an 11,300 share turnover. Monogram was up ⅜ to 4¼ on a turnover of 9,500 shares.

Ia. Theatres Weigh Bank Night Appeal

DES MOINES, Nov. 26. — Leo Walcott of Iowa-Nebraska Allied said members of the organization would be polled on whether or not an appeal should be taken from the recent state Supreme Court decision which held Bank Night to be illegal. A. H. Blank, however, said his Tri-States circuit would not spend any money on an appeal.

Iowa theatres were given until Dec. 16 by the court to end Bank Nights, which have operated in the state for many years.

Eddie Cantor Honored

HOLLYWOOD, Nov. 26. — Eddie Cantor was honored as one of America's favorite entertainers at a luncheon-meeting of the Southern California Motion Picture Council. The presentation of a special award citing "The Eddie Cantor Story," Warner Brothers, highlighted the ceremonies at the Assistance League Clubhouse. Cantor accepted the award on behalf of the studio from Mrs. William Burk, president of the Council.

ITO in Northwest

(*Continued from page* 1)

Spracher, Ferd Nessel, W. B. McDonald, S. M. Higgins, Erwin Fey, Joe Rosenfield, Chester Nilsson, Fred Mercy, Jr., Will J. Conner, L. O. Lukan, B. F. Shearer, Fred A. Danz, and William Thedford.

Will Review Convention

Items on the agenda included a review of the recent Theatre Owners of America convention in Chicago by Joe Rosenfield of Favorite Theatres in Spokane and a discussion of the Federal tax situation by Fred Danz, Council of Motion Picture Organizations representative. Danz thanked members for their support in efforts to repeal the Federal admission tax and urged them to contact their Congressmen to support the new anti-tax drive.

Contest Barring of 'Moon' in K.C.

KANSAS CITY, Nov. 26.—A suit has been filed in County Circuit Court contesting the barring in Kansas City of "The Moon Is Blue."

The motion picture reviewer had required deletions, and the appeal board to which the reviewer's decision was appealed had denied showing of the picture in the city. The suit was filed by Holmby Productions, Inc., United Artists, the distributor, and Dickinson, Inc., a circuit that planned to show the picture in its Kimo Art Theatre here.

A suit is pending in Kansas against the banning of the picture in that state by the Kansas State Board of Review. The picture has been shown in many theatres in Missouri outside of Kansas City.

Christman, of Ansco, To Serve N. Y. Trade

Paul Christman, for the past four years sales correspondent in Ansco's New York office, has been promoted to the position of salesman for motion picture products to producers and laboratories in the theatrical, educational and industrial film fields.

Praise Code

(*Continued from page* 1)

theatres which show such films as a matter of policy.

"Theatres which may consider showing a condemned film in the future should bear in mind the potential loss of Catholic patronage not only for that attraction but others which follow it in the same theatre."

The resolution praising the Production Code was adopted at the annual meeting of all U. S. Catholic Bishops here last week. It was released today by the Bureau of Information of the National Catholic Welfare Conference.

'Worthy Undertaking'

The resolution declared that the Production Code, "a plan of self-regulation developed within the motion picture industry of the U. S. as a means toward the maintenance of right moral standards in screen entertainment, be commended as a worthy undertaking and one capable of affording vital protection to the whole public, especially youth, against the harmful influence of morally bad motion pictures."

Meanwhile, the Bishops Committee on Motion Pictures noted a slight increase in the number of Hollywood films classified by the National Legion of Decency as Class B—morally objectionable in part for all.

The annual Legion of Decency report was given by the Most Rev. Michael J. Ready, Bishop of Columbus and chairman of the Bishops Committee on Motion Pictures. He said that 140 or approximately 41.67 per cent of films produced in the U. S. were classified as A-I, morally unobjectionable for general patronage, and that 124 or about 37 per cent were classed as A-II, morally unobjectionable for adults.

A total of 71 films or slightly more than 21 per cent were put in the class B category, an increase of 4 per cent over 1952. Out of a total of 336 films reviewed, only one film—"The Moon Is Blue"—was condemned.

Commends Seal Refusal

Bishop Ready noted with satisfaction that this film had been refused the Production Code seal of the Motion Picture Association, and that no film made by the industry with benefit of a code seal had been condemned.

The committee expressed the hope that the commercial success of pictures which have been put in the B category "would not act as an encouragement to producers or theatre owners for future exhibition of films of this type."

Bishop Ready's term both as chairman and as a member of the Film Committee has been completed. The Most Reverend William A. Scully, Coadjutor Bishop of Albany, has been named to the vacancy on the committee and also to be chairman of the committee.

Luncheon for Walker

Co-workers of Quigley Publications gave Charlotte Walker a luncheon at Tramer's Restaurant here Wednesday on her retirement. She has been employed in the circulation department for some 33 years and is retiring to a new home in Florida. Miss Walker has been assistant to Dennis Shea, circulation manager, for a number of years.

In the THEATRE Equipment World . . .

. . . *with RAY GALLO*

THIS year marks the 28th anniversary of the S. O. S. Cinema Supply Corp., New York, and J. A. Tanney, president, is heralding the occasion by the issuance of a new 80-page catalogue containing more than 1,000 different items of motion picture equipment with over 300 illustrations. The book is entitled "Sturelab No. 10," and contents are divided into 12 sections. Covered are 35mm. studio and newsreel cameras and accessories; 16mm. studio and professional cameras and accessories; film studio and television lighting equipment; optical, magnetic and disc sound recording equipment; projection equipment, including TV background; editing equipment, laboratory equipment, printers, processors, etc.; camera and recorder motors; plus a section on "last minute specials." There is also a list of technical books on motion pictures. For a free copy of the booklet write to the company at 602 West 52nd St., New York 19.



J. A. Tanney

•

In-car speakers for drive-in theatres employing two heavy-duty cones for extra protection against rust have been marked by the Utah Radio Products Co., Inc., Huntington, Ind. Available in two models, the speakers are finished with deep blue enamel over heavy cadmium plating. The outer cone is designed to prevent dust, dirt, gravel and other foreign particles from getting to the inner cone and voice coil.

•

An aluminum paint for drive-in screens has been announced by the Tropical Paint & Oil Co., Cleveland. In announcing the product, the company states that its researchers have "sought a paint formulation that would combine general screen brightness and low light deflection with durability and weather resistance in outdoor use." The paint, which has an aluminum base, has been tested and checked by the Polaroid Corp., which "rates it high in brightness and clarity of angle-viewing," according to the manufacturer.

•

A portable 16mm. projector for use in school, church and business auditoriums, road-shows and small theatres, has been marketed by the Victor Animatograph Corp., Davenport, Iowa. Called the "Victor 1600 Arc," it consists of three pieces—rectifier, speaker, and arc lamphouse. These units, finished in Victor sage-green, are assembled and the arc can be put in operation in less than five minutes, according to the company.

Asides & Interludes

—by James Cunningham

THANKSGIVING DAY is up and gone, again, as it has ever since November, 1621, when the Mayflower Pilgrims had their feast at Plymouth, Mass. Seems that the Pilgrims had a pretty good harvest, and the good ship *Fortune* had just arrived with provisions from England (my, how times have changed). There was a great store of wild turkeys, and venison, and everything—oh, well, nearly everything. And the Pilgrims invited to the shindig, on this first Thanksgiving Day, the Indians who had helped them after they touched The Rock at Plymouth. The Walter Winchell of the day tells us that the long and handsome Indian Massasoit was on hand along with 90 other Indians, to humbly offer thanks for the givings from above.



Massasoit

Thanksgiving Day is up and gone again, we repeat, and we in the motion picture industry gave thanks at this Thanksgiving time to the almost certain (sic) establishment of an arbitration system; of a single-track stereophonic process that will run cross-wise, then up and down, and come out here; a distribution company's sales manager's drive to end division managers' drives to end branch managers' drives, to end bookers' drives—and let the film peddler go home and get some sleep.

We gave thanks, too, for Arthur Newcombe's piece:

A Man's Thanksgiving

God of commonsense, I give Thee thanks for the heavy blows of pain that drive me back from perilous ways into harmony with the laws of my being; for stinging whips of hunger and cold that urge to bitter strivings and glorious achievement; for steepness and roughness of the way and staunch virtues gained by climbing over jagged rocks of hardship and stumbling through dark and pathless sloughs of discouragement; for the acid blight of failure that has burned out of me all thought of easy victory and toughened my sinews for fiercer battles and greater triumphs, for mistakes I have made, and the priceless lessons I have learned from them; for disillusion and disappointment that have cleared my vision and spurred my desire for strong appetites and passions and the power they give when under pressure and control; for my imperfections that give me the keen delight of striving toward perfection.

God of common good and human brotherhood, I give Thee thanks for siren songs of temptation that lure and entangle and the understanding of other men they reveal; for the weakness and failings of my neighbors and the joy of lending a helping hand; for my own shortcomings, sorrows and loneliness, that give me a deeper sympathy for others; for ingratitude and misunderstanding and the gladness of service without other reward than self-expression.

Thanks for Thanksgiving Day

▽ ▽ ▽

You know, it's easy enuf for those who criticize film production costs, to talk. Sometimes, however, they do not know whereof they speak. Production costs can be costly. Just to show you:

Warner Brothers' studio at Burbank wired word to the home office that it had completed furnishing a dressing room for James Mason, "the colorful swashbuckling star" in "A Star Is Born." Warner Brothers' home office, with great duty and dignity, immediately notified the press here that the studio had equipped Mr. Mason's dressing room with—and we quote—"two Sicilian marionettes, pair of French dueling pistols, bust of St. Thomas Aquinas, rubbing table, barber chair, two ancient German muskets, Spanish settee, box of Kleenex, painting of a busty Frenchwoman, English fireplace, bear rug, Turkish water pitcher, Swiss musical cigaret box, makeup table, writing quill and 1953 noiseless typewriter."

That stuff cost dough, mates.

Psst. Judy Garland is in the picture, too. She's the Star Who Is Born, I Think.

▽ ▽ ▽

Louis Schwartz, in New York, has a gadget which cleans sidewalks and streets in spots not accessible because of parked cars. You know, the dirty spots on the streets in front of and around theatres which are not approachable to the ministrations of the city's kindly (grrr) street beauticians, because of parked cars.

Schwartz's gadget is a 2,500-gallon, hose-equipped motor-flusher, which can squirm in and around bumpers-to-bumpers, spray, perfume, bleache and detergent as nasty a looking junk pile in the street as any Music Hall master would want deteriorated pronto. We swear that Jack Benny or Jello had nothing to do with this part of the spiel, but Louis Schwartz, president of Sidewalk Sanitation Service, says you can have your street facialed in your favorite scent. Like lemon and lime.

Bourbon and soda is for play streets.

Fitzgibbons

(*Continued from page* 1)

board of "Associated Screen News."

Presiding at the dinner, which was attended by many city and provincial dignitaries in addition to representatives of all facets of the Canadian industry, was N. A. Taylor, Canadian Picture Pioneers president. Jerry Pickman, Paramount Pictures' vice-president in charge of advertising-publicity, was on hand from New York.

Prominent in the industry here since 1929, Fitzgibbons previously had received the Heart Award of the Toronto Variety Tent, of which he was a founder, and has been cited by the Canadian Council of Christians and Jews, of which he formerly served as national chairman. For war service he was invested as a commander of the Order of the British Empire by King George VI.

Presented with Plaque

Fitzgibbons also has served as president of the Motion Picture Industry Council of Canada, the national committee of Motion Picture Exhibitors Association of Canada, the Canadian Motion Picture War Services Committee, and the motion picture section of the Toronto Board of Trade.

Fitzgibbons was presented with a bronze portrait plaque of himself. Dinner Coordinator T. S. Daley, who is manager of the University Theatre and CPP secretary, said that the plaque is the work of the Toronto sculptor, Emmanuel Hahn, who has created a number of Canadian monuments, postage stamps and coins.

H-63 Aims

(*Continued from page* 1)

day, it shall be considered a full holiday and when a full holiday falls on a Saturday, the preceding Friday will be considered a half-holiday. The new contract will run until March 21, 1955.

Renewal negotiations have started between Russell Moss, business head of Local H-63, and the managements of Universal and RKO Radio. Conferences with Warner Brothers will start on Tuesday. Contracts with those companies expired on Sept. 1, as did those of Republic, United Artists and Stanley Warner Theatres. The Columbia pact expired on Oct. 21, while that of 20th Century-Fox runs out today.

An initial contract will be negotiated with Loew's management, the home office employes of which recently were taken over by Local No. H-63.

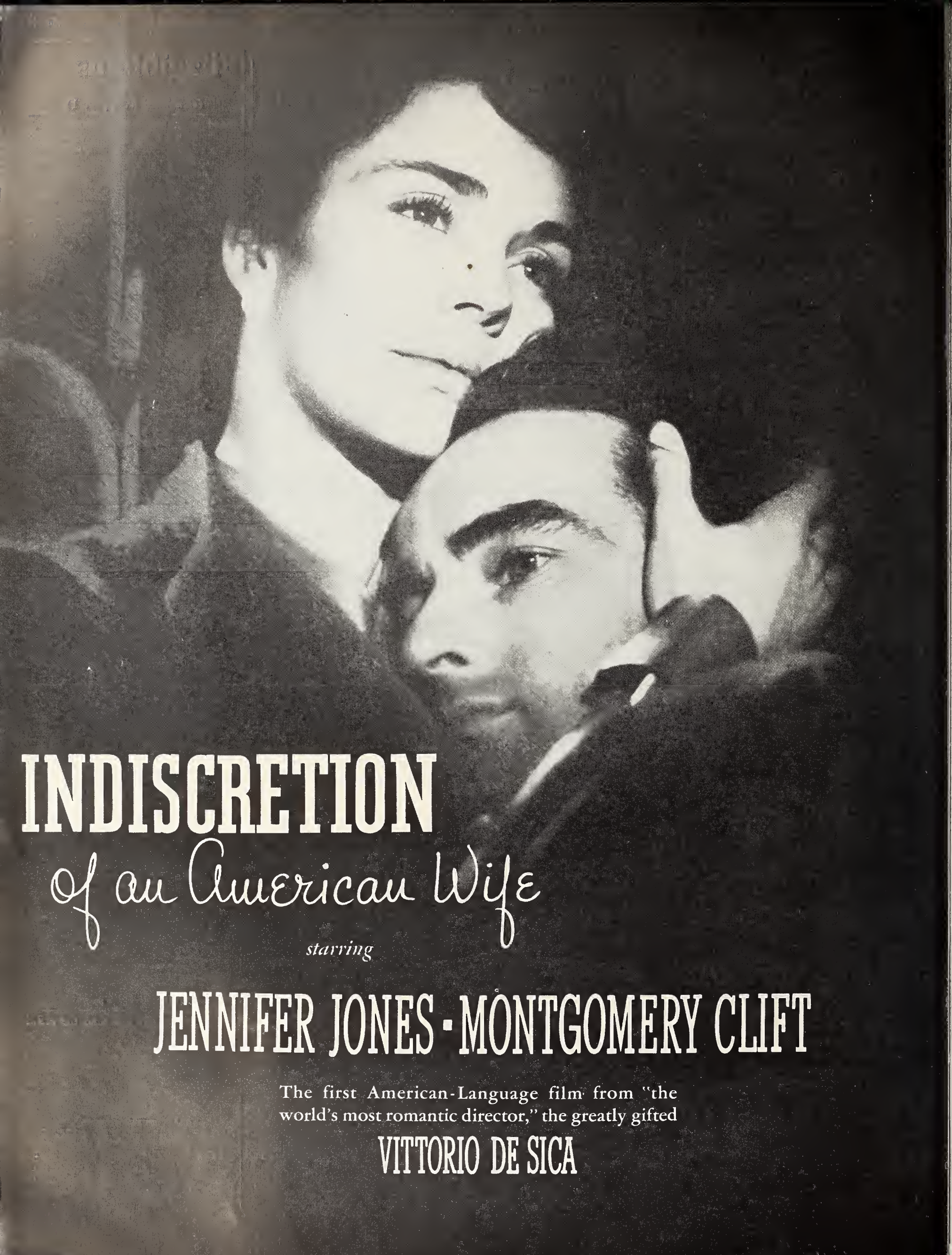
AB-PT Film

(*Continued from page* 1)

guilds and accept less than the AFM regular fee for TV broadcasting. However, Weitman, in announcing the resumption of work on the film, said the AFM's position will not deter AB-PT from completing the pilot. The initial film will be screened for the MPAA for its endorsement.

C. P. Skouras, Jr., Wed

LOS ANGELES, Nov. 26. — Charles Peter Skouras, Jr., son of Charles P. Skouras, president of National Theatres, was married here yesterday to Diane Marie Mellos.


INDISCRETION
of an American Wife
starring
JENNIFER JONES - MONTGOMERY CLIFT
The first American-Language film from "the world's most romantic director," the greatly gifted
VITTORIO DE SICA

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 74. NO. 103 NEW YORK, U.S.A., MONDAY, NOVEMBER 30, 1953 TEN CENTS

Tradewise . . .

By SHERWIN KANE

THE Telemeter approach to making important motion pictures available to home television viewers for a fee, demonstrated publicly for the first time over the past weekend in Palm Springs, Cal., should be welcomed by all exhibitors.

It is not only an important new development in the entertainment world but, unlike Phonevision, it is not conceived to be the ruthless competitor of the motion picture theatre but, rather, the theatre's partner and adjunct.

Telemeter's basic merchandising idea makes the exhibitor the "sponsor" of the film program viewed on the home television set, just as he is the sponsor of the program shown on his theatre screen.

•

In return for that television program "sponsorship," receipts from the Telemeter coin boxes in the home go to the exhibitor. They are counted, for purposes of film rental payments, exactly as are the receipts at his box-office.

Thus Telemeter actually adds to the participating theatre's seating capacity. Every home television set with a Telemeter attachment is a potential customer of the neighboring theatre.

Earl Strebe's 800-seat Plaza Theatre in Palm Springs, focal point of last weekend's demonstration, might, within the next year, become an "1,800-seat" theatre, without cost to him, merely by the installation of 1,000 Telemeter coin boxes in home TV sets in the community.

•

Telemeter offers many intriguing prospects for the exhibitor.

With December, a traditionally bad theatre month at hand, there is suggested the possibility that Telemeter one day may demonstrate that the Christmas shopper,

(*Continued on page 2*)

Mason's Plan

Urges Federal Gov't Abandon Ticket Levy

By J. A. OTTEN

WASHINGTON, Nov. 29.—Rep. Mason (R., Ill.), who sponsored the admission tax repeal bill backed by the industry early this year, has suggested that the Federal Government turn the admission tax field over to states and cities.

This was one point in a plan that Mason, a member of the House Ways and Means Committee, presented to a government commission studying overlapping state and Federal taxes;

(*Continued on page 3*)

Col. Meeting Opens Today

The roster of delegates to the second Columbia Pictures' regional sales meeting, which opens here today at the Savoy Plaza Hotel, was disclosed at the weekend. Leading the delegation will be A. Montague, general sales manager, who will preside at the four-day meeting. Also scheduled to be

(*Continued on page 3*)

Compo Projects Will Be Carried Out in Line With Concepts

The executive committee of the Council of Motion Picture Organizations has approved a program which is in full accord with the original concepts embodied in its by-laws, it is pointed out in a brochure issued at the weekend by the organization.

This program, it states, calls for a "continuance of effort to improve the industry's public relations, the establishment of an information bureau, amplification of COMPO's press activities, development of a speakers' bureau, continuance of COMPO's research activities, inauguration of an advertising campaign in 'Editor & Publisher,' development of the indus-

(*Continued on page 3*)

FCC's Rules Tightened

WASHINGTON, Nov. 29.—The Federal Communications Commission has tightened up sharply on its rules limiting multiple ownership of commercial broadcasting and TV stations.

The Commission said the limits would apply not only to the number of stations controlled by one party but to the number of stations in which one party has an interest, even a minority interest.

Formerly, the Commission said no

(*Continued on page 3*)

New Music Charge

BMI Announces Schedule Of Fees Effective Jan. 1

A schedule of license fees applying to motion picture theatres was announced at the weekend by Broadcast Music, Inc. The establishing of fees, as predicted in MOTION PICTURE DAILY on Nov. 17, are below the charges leveled by ASCAP.

The schedule of rates, which take effect Jan. 1, for MBI music, follows: Motion picture theatres up to 600 seats, $5 a year; up to 1,200 seats, $7.50; 1,201 to 1,500 seats, $10; over 1,500 seats, $15.

Drive-in theatres: Up to 200 cars, $5; from 201 to 400 cars, $7.50; from 401 to 500 cars, $10; over 500 cars, $15.

These rates, it was stated, are for theatres with more than 26 weeks of operation during the contract year. For seasonal operation, the MBI stated, applying to theatres which

(*Continued on page 3*)

32 Meetings

Dues Canvass For Compo to Start Today

Salesmen Will Contact Theatres in Each Area

The Council of Motion Picture Organizations today will launch its annual canvass for dues at meetings of distribution personnel in 32 exchange cities. The canvass, which is expected to cover every exhibitor in the United States, will continue through next Monday.

The distribution chairman of the exchange area will preside at each meeting. All branch managers and salesmen from the 10 major companies are expected to be present so that the theatres to be canvassed by each salesman can be allotted.

The schedule of dues for exhibitors

(*Continued on page 3*)

Para. News on Wide-Screen

Paramount News, beginning Jan. 2, will be produced for exhibition on wide-screen with an aspect ratio of 1.66 to 1, it was revealed at the weekend by Oscar A. Morgan, Paramount short subjects and newsreel sales manager.

Morgan said all Paramount News camera crews and contacts throughout the United States and Canada have been alerted to correct viewfinders

(*Continued on page 3*)

Bergman Chairman Of Compo Press Unit

Maurice Bergman was elected chairman of the press relations committee of the Council of Motion Picture Organizations at a meeting here on Friday.

Harry Mandel of RKO Theatres and Art Arthur of the Motion Pic-

(*Continued on page 3*)

"WALKING MY BABY BACK HOME"
starring DONALD O'CONNOR • JANET LEIGH
Universal International
Technicolor

ADVERTISED IN THE JAN. ISSUE OF Redbook
• More than 5,750,000 Primary Readers
THE MAGAZINE FOR YOUNG ADULTS

Personal Mention

CHARLES J. FELDMAN, Universal Pictures general sales manager, will return to New York today from New Orleans.

•

JOSEPH RIVKIN, executive assistant to HAROLD MIRISCH, Allied Artists vice-president, and JOHN C. FLINN, director of advertising and publicity for the company, left Hollywood at the weekend for Dallas.

•

H. M. BESSEY, Altec Service Corp. executive vice - president; MARTY WOLF, assistant general sales manager, and P. F. THOMAS, treasurer, have returned to New York from business trips.

•

CARL RIGROD and MRS. RIGROD became the parents of a boy born here Wednesday. The father is director of radio and television of the motion picture division of Donahue and Coe.

•

HAROLD WIRTHWEIN, Allied Artists general sales manager, left Hollywood at the weekend for a swing through the Midwest.

•

L. D. NETTER, JR., Altec Service Corp. general sales manager, has returned here following a trip through Upper New York State and Pennsylvania.

•

LEONARD L. LEWIS of Loew's real estate department, was married yesterday to RUTH WOILER at the Concourse Plaza Hotel in the Bronx.

•

ERNEST E. BLAKE, chairman of Kodak, Ltd., returned to London Friday after several weeks in New York and Rochester.

•

CHARLES B. KONSELMAN, director of advertising for A. & M. Karagheusian, Inc., has left here for Albany, Ga.

•

SAUL SHIFFRIN, Columbia Pictures office manager in Albany, N. Y., and MRS. SHIFFRIN are the parents of a son born at Albany Hospital.

•

MIKE JACOBSON, manager of the Mayfair Theatre, Bridgeport, and MRS. JACOBSON, have returned there from Dallas.

•

ED FELDMAN, 20th Century-Fox fan magazine contact, was married on Saturday to LORRAINE KAIN.

•

EDWARD E. SULLIVAN, 20th Century-Fox publicity manager, returned here Friday from Europe.

•

PETE SMITH is celebrating his 22nd anniversary as an M-G-M producer and commentator.

•

FRITZ GOODWIN, M-G-M studio publicist, left here at the weekend for Philadelphia.

•

IVAN TORS, producer, will arrive here today from the Coast.

Skouras to Europe For 'Robe' Openings

Spyros P. Skouras, 20th Century-Fox president, will leave for Europe today to personally launch the first Continental openings of "The Robe," which reportedly has grossed more than $10,000,000 in 10 weeks of domestic engagements.

The Biblical picture, filmed in the CinemaScope process, makes its debut on the Continent on Wednesday in Rome. Following a special two-theater opening in Paris on Friday, "The Robe" bows in Athens on Dec. 14, after which it is scheduled for Brussels on Dec. 23. Two Christmas Day openings have been scheduled for Zurich and Cairo, with the possibility of a third for Frankfurt.

In Manila on Dec. 7

Meanwhile, the CinemaScope picture will be introduced to the Far East in Manila on Dec. 7, building to a total of seven engagements during the Christmas-New Year holiday week, preceded by Australian openings in Sydney, Melbourne, Auckland and Wellington. Added Oriental debuts will be held on Christmas Day in Hong Kong, Kowloon and Singapore; Bombay, Dec. 24; Tokyo, Dec. 27; Bangkok, Dec. 31, and Djakarta, Jan. 1.

Elsewhere in the world, Scandinavia will get its first look at CinemaScope and "The Robe" in Stockholm on Dec. 30. Latin American engagements tee off at Panama City, Dec. 23. Eleven other openings south of the border get under way Christmas Day in Mexico City, Bogota, Port of Spain, Rio de Janeiro, Sao Paulo, Santiago, and Lima; Dec. 30 in Havana (two houses); and Jan. 1 in Montevideo.

Col., 20th-Fox Stock At New 1953 Highs

Columbia Pictures common continued its upward climb Friday on the New York Stock Exchange, advancing 1⅜ to close at 18⅞, a new high for the year, on a moderate turnover of 5,900 shares. Financial sources attributed the showing to expected good earnings for the current period and possible dividend action at the December meeting of the board. Twentieth Century-Fox also set a new high at 19¾.

Columbia preferred also advanced a half point on Friday, closing at 63½. Loew's gained another ⅜ point to close at 12⅞ on a turnover of 10,100 shares. National Theatres advanced an eighth to 6⅞; Paramount one-quarter to 27½; Republic a quarter to 3⅛; RKO Pictures a quarter to 3⅛; RKO Theatres steady at 4¾ on a turnover of 26,500 shares; Universal was up a half point at 16⅝, and Warner Brothers a full point to 13⅛.

On the American Stock Exchange, Technicolor continued to advance following announcement of the printing deal with De Luxe Laboratory last week, gaining another ⅞ point to close at 16⅞. It was one of the best weeks for amusements in a long time on the exchanges.

Skouras Is Host to Greek King and Queen

Spyros P. Skouras, president of 20th-Century Fox Company, executives and several hundred home office employees, on Friday welcomed King Paul and Queen Fredericka of Greece to the company's home office here.

Their Highnesses, who in response to an invitation from Skouras, visited the offices for a special showing of "The Robe," were roundly cheered as they entered the red-carpeted lobby.

Movietone newsreel and still photographers recorded the arrival of the royal couple in whose party was Christopher Axelos, Greek Consul General in New York.

New Export Group Files With FTC

WASHINGTON, Nov. 29.—The Federal Trade Commission said that the Independent Motion Picture Export Association, Inc., has filed all of the papers needed to act as an association to export films under the Export Trade Act.

The association is the export group formed recently by the Society of Independent Motion Picture Producers. Under the Export Trade Act, cooperative associations engaged solely in export trade are granted conditional exemption from the anti-trust laws. Among the conditions are that they file with the Commission copies of their organization papers, annual reports and other information concerning their operation.

Operations May Now Begin

FTC officials emphasized that the FTC announcement does not mean that the Commission staff has passed on all the qualifications of the new group, but merely that the necessary papers have been filed for the group to start operating. Whether there will be more detailed study of the group's structure and operations depends on later Commission policy and on whether any complaints ever arise about the IMPEA's operations, FTC spokesmen declared.

The FTC said that officers of the association are Ellis G. Arnall, president; George L. Bengall, treasurer; Marvin L. Faris, secretary; Gunther R. Lessing, board chairman. Stockholders and members are the officers and George Glass, Richard Hungate and George Slaff.

J. B. Zodovitch Dead; Was RKO Dept. Head

HOLLYWOOD, Nov. 29.—Joseph B. Zodovitch, RKO Radio staff department head, died here last week at Temple Hospital. He had been with RKO for 20 years. Prior to that he was with United Artists and Universal. He is survived by his widow, Branka, and two brothers, Andrew and Angelo, both of whom live in Yugoslavia.

Tradewise...

(*Continued from page* 1)

too exhausted from excursions through crowded stores to attend the neigborhood theatre at night, still might be a paying customer for a first run film available at home.

It suggests that local theatre business need not "die" during severe storms and temperature extremes; nor when an outstanding public event is available on home television—viewers otherwise lost for the night as motion picture patrons now may buy a film program before or after the commercial telecast event.

•

It suggests, too, that non-theatregoers, shut-ins and others not normally found in the theatre audience can become paying customers, with the local exhibitor benefiting. And it may well be a strong factor in re-winning from TV the lost audience of all ages and creating a future new one when that "let's go out tonight" urge strikes them, as it always does.

Exhibitors owe it to themselves to investigate this new development and its manifold possibilities for them.

Pays Krim Tribute In UA Sales Drive

A tribute to Arthur B. Krim, United Artists president, on the occasion of UA's 35th anniversary sales drive was paid at the weekend by Robert S. Benjamin, chairman of the board of directors.

Benjamin, in a special message, called upon the company's sales force to do their utmost in the sales drive, which began on Nov. 15 and will continue through May 15, in honor of Krim. The board chairman praised Krim for re-dedicating the company to the profitable distribution of independently produced pictures.

Honor Weiss on 30 Years With 'U'

Universal-International's foreign department was host at a luncheon here Friday which marked the attainment of 30 years with the company by Irving Weiss, head of the U-I overseas service department.

Weiss joined Universal in 1923 as an office boy in the foreign department and became head of the service department within five years.

Heading the list of those present were Milton R. Rackmil, president of Universal Pictures; Alfred E. Daff, executive vice-president, and Americo Aboaf, foreign sales manager of the organization.

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FCC's Rules

(*Continued from page* 1)

one party could own or control more than five FM stations and more than five TV stations. It frowned on ownership or control of more than seven AM stations, although there was no formal rule to this effect.

On Friday, the Commission announced that effective in about 30 days, any party or the officers, directors and stockholders of that party will be barred from having any interest in more than seven AM stations, six FM stations and five TV stations. The stockholder provision will apply to stockholders owning more than one per cent of the voting stock.

Reasons Cited

The Commission said it was tightening the rules "because a holder of a small interest may exert considerable influence on station operations" and because of difficulty encountered in past proceedings in establishing whether or not a minority interest exerts control. From now on, it states, there will be no distinction between majority controlling interests and minority non-controlling interests.

The few parties holding more than seven AM stations will be served with show-cause orders to show why they should not divest themselves of their excessive AM stations within three years.

Mason's Plan

(*Continued from page* 1)

he suggested that the Federal government stop aiding the states to build roads and that the states and cities give up the right to use the income tax and liquor and tobacco taxes. In return, he suggested, the Federal government should surrender its right to tax estates and gifts, admissions, gasoline and any retail sales.

On the subject of the admission tax, Mason noted all theatres and places of amusement come directly under the police power of the states and that about one-third of the states issue licenses for the operation of these places of amusement and collect admission taxes. "The Federal government could very well withdraw from the admission tax field and turn this field over to the states and local governments."

Industry officials have taken the attitude that the first effort must be to end the Federal admission tax, and that the industry could then later mobilize to prevent new state and local taxes in place of the Federal tax.

Para. News

(*Continued from page* 1)

so that newsreels for release after the first of the year will be in the 1.66 to 1 aspect ratio.

Shooting in the new dimension, Morgan said, will not preclude any theatre's showing the newsreel on the normal, 1.33 to 1 aspect ratio screen. "However, we consider the new ratio to be an added value to the many theatres that prefer to show the reel on wide screen," Morgan explained.

The first Paramount News issue in the 1.66 to 1 ratio will be No. 42, due for release beginning Saturday, Jan. 2.

Compo Scales for Dues

(*Continued from page* 1)

as approved by the COMPO governing committee is as follows:

FOUR-WALL THEATRES: Up to 500 seats, $7.50 yearly; up to 750 seats, $11.50; up to 1,000 seats, $18.75; up to 2,500 seats, $37.50, and over 2,500 seats, $75.

DRIVE-IN THEATRES: Up to 300 car capacity, $7.50 yearly; up to 500 cars, $11.25; up to 600 cars, $18.75, and over 600 cars, $37.50.

The distribution chairmen and the cities in which meetings will be held are as follows:

Albany, Jack Goldberg, M-G-M; Atlanta, W. D. Kelly, Universal; Boston, J. M. Connolly, 20th Century-Fox; Buffalo, Stanley Kositski, United Artists; Charlotte, J. W. Greenleaf, Universal; Chicago, William J. Devaney, M-G-M; Cincinnati, Edwin M. Booth, M-G-M; Cleveland, Harry S. Buxbaum, Paramount; Dallas, H. C. Vogelpohl, Warner; Denver, Marvin Goldfarb, RKO Radio; Des Moines, Donald R. Hicks, Paramount; Detroit, Joe Baringhaus, Warner; Indianapolis, Claude W. McKean, Warner; Jacksonville, Paul Hargette, Columbia; Kansas City, Tom Baldwin, Columbia; Los Angeles, A. Swerdlow, Universal; Memphis, Louis C. Ingram, M-G-M; Milwaukee, Lou Elman, RKO; Minneapolis, J. T. McBride, Paramount; New Haven, George Somma, Republic; New Orleans, Luke Conner, Warner; New York, David A. Levy, Universal; Oklahoma City, R. B. Williams, RKO; Omaha, D. V. McLucas, United Artists; Philadelphia, Ed Heiber, Universal; Pittsburgh, Al Levy, 20th Century-Fox; Portland, J. R. Beale, Columbia; St. Louis, C. D. Hill, Columbia; Salt Lake City, C. R. Wade, Universal; San Francisco, Jack M. Erickson, 20th Century-Fox; Seattle, E. A. Lamb, RKO; Washington, Ira Sichelman, 20th Century-Fox.

In deference to industry problems, the dues have been scaled downward by 25 per cent from those of last year, although the need for COMPO's financial support is just as vital, the organization asserts.

BMI Announces

(*Continued from page* 1)

operate 26 weeks or less during the contract year, the licensee shall pay to BMI one half of the fee.

ASCAP's music rates run from $15 to $48 for conventional theatres and from $36 to $60 for drive-ins.

The move to charge theatres for the playing of intermission BMI music follows consultation with leading exhibitor trade associations, BMI stated. It marks the first time BMI has licensed theatres for its music in the 13-year history of the organization. The BMI said that it "was impelled to license its music for intermission use in order to put it on the same footing as any other organization which has a licensing fee in force and also to make available to theatres a wider range of music."

More than 132,000 active copyrights will be available to exhibitors for use in theatres, it was stated. BMI added that it is prepared to extend full programming facilities to exhibitors and complete information on its recorded music as part of its service.

Bergman Chairman

(*Continued from page* 1)

ture Industry Council of Hollywood were elected vice-chairmen. Charles McCarthy, COMPO's director of information, was elected secretary.

The group discussed methods of expanding press relations at the session which was held at the Hotel Astor.

Abbott-Costello Back On the Air in March

HOLLYWOOD, Nov. 29.—Lou Costello, now convalescing at his Van Nuys home following a serious illness, has been permitted by his physician to set the date for his return to the air with his partner, Bud Abbott. The Abbott & Castello team will resume their Colgate Comedy Hour television program in March. John Grant, their chief writer, is now preparing the script.

Costello has been under the doctor's care since Oct. 29, when he collapsed from nervous exhaustion.

Compo Projects

(*Continued from page* 1)

try's relations with various government agencies and renewal of COMPO's campaign for elimination of the discriminatory Federal 20 per cent admission tax."

It is pointed out that Col. H. A. Cole and Pat McGee will continue as co-chairmen of the tax repeal committee and that the committee will remain virtually intact. It is expected that most, if not all, of the state and Congressional district tax committees will carry on as before.

Although two of COMPO's projects, the Movietime, U. S. A. campaigns of 1951 and the 1952 tax repeal campaign have received more industry attention than has been given the rest of COMPO's work, the organization asserts that there has been no abatement in its efforts to carry out the original program.

Testimonial Dinner Tonight for Dipson

BUFFALO, Nov. 29.—Nikitas D. Dipson, head of the circuit bearing his name, will be honored at a testimonial dinner tomorrow night in the Statler Hotel. Industry people from many parts of the country will be here to honor the man who is celebrating 40 years in show business.

The dinner is being staged by Tent No. 7, Variety Club of Buffalo, of which Dewey Michaels is chief barker. Dave Miller, U-I, is general chairman and Myron Gross of Co-Operative Theatres and Richard T. Kemper of Dipson Theatres are associate chairmen.

All proceeds from the dinner will go to the Cerebral Palsy Clinic.

Moulin Production To Warner Brothers

HOLLYWOOD, Nov. 29.—"Duel in the Jungle," a Moulin production starring Dana Andrews, Jeanne Craine and David Farrar, will be released by Warner Brothers. It is being filmed in South Africa and in London by Moulin in conjunction with Associated British Pictures.

Col. Meeting

(*Continued from page* 1)

present are Montague's key aides from the New York home office, field sales personnel from the Northeastern states and Canada.

Among the topics which will be discussed will be the company's policy in regard to the Christmas pre-release in 3-D only of "Miss Sadie Thompson." The meeting, which will last through Thursday, follows a similar conclave for Midwestern and Southern sales personnel which was held recently in Chicago. The remainder of the domestic selling force will gather in San Francisco, Dec. 14-17, for the third meeting.

Home office personnel attending, in addition to Montague, include Rube Jackter, assistant general sales manager; Louis Weinberg, Louis Astor and Irving Wormser, circuit sales executives; George Josephs, sales executive; Maurice Grad, short subject sales manager; H. C. Kaufman, exchange operations manager; Joseph Freiberg, sales accounting manager; Seth Raisler, contract department manager; Vincent Borrelli, assistant to circuit sales executives; George Berman and Sydney Singerman, assistant managers of exchange operations.

Canada Managers to Attend

Also present will be Harvey Harnick, sales manager of Columbia of Canada. Heading the domestic field sales staff contingent are division managers Harry Rogovin, New England; Harry Weiner, Eastern Pennsylvania-Southern New Jersey; Sam Galanty, Mideast; Nat Cohn, New York.

In addition, the following branch managers will attend: N. Jackter, Albany; T. O'Brien, Boston; W. Silverman, New Haven; B. Felcher, Buffalo; L. Wurtele, Philadelphia; P. Fox, Cincinnati; O. Ruby, Cleveland; J. Judd, Pittsburgh; B. Caplon, Washington; S. Trauner, New York.

Moropticon Ordered For 50 S-W Houses

Fifty theatres of the Stanley Warner circuit will be equipped with Moropticon, the new one-strip 3-D projection system, it was announced by Matthew Fox, chairman of the Pola-Lite Co.

This is the third major theatre circuit to signify its intention of utilizing this new projection attachment which makes the exhibition of both black-and-white and colored 3-D pictures possible on one strip of film. The other two circuits are Interstate Theatres of Texas and Malco of Tennessee.

Following the Philadelphia exhibitor demonstration of Moropticon at the Stanley Theatre last week, technical units for Moropticon, headed by Richard Morros, will leave this week for additional key city exhibitor demonstrations.

Caputo Gets New Film

"Path to the Kingdom," starring Dominique Blanchard, winner of the 1951 Donaldson Award for her work in "Ecole de Femmes," is now being readied for release in the U.S. by George Caputo, president of Master Films, American distributors for Spanish-made features. A narration as well as English subtitles have been added to the original Spanish version.

Paramount's

Winner For Early 1954
Will Win You The Big Money
With Your Big Money Stars

IN
3-DIMENSION
AND TECHNICOLOR
FOR THE FIRST TIME!!

DEAN JERRY

MARTIN AND LE

DAMON RUNYON'S

MONEY FR

A HAL WA

co-starring

MARJIE MILLAR · PAT CROW

WITH ROBERT STRAUSS · GERALD MOHR · SHEL

DIRECTED BY GEORGE MARSHALL · SCREENPLAY
JAMES ALLARDICE AND HAL KANTER ·



Surrounded by harem honeys, Dean outsheiks the sheik singin' and lovin' the cutest gals this side of Araby . . .

Laughs that are
MONEY from PARAMOUNT:



Jerry plays cold to the warm advances of Paramount's hottest new starlet, Pat Crowley...

WIS
OM HOME

LLIS production

LEY · RICHARD HAYDN

ON LEONARD · ROMO VINCENT

Y HAL KANTER · ADAPTATION BY

ASED ON A STORY BY DAMON RUNYON

Dean's got a new partner! He sings "Moments Like This" to Marjie Millar, armful of gorgeous blonde...

Terrific laugh climax is the most hilarious steeplechase that ever roared across the screen to make audiences roar. And Jerry's the winner!



GLENN MILLER STORY (Technicolor), James Stewart, June Allyson



WALKING MY BABY BACK HOME (Technicolor), Donald O'Connor, Janet Leigh



SASKATCHEWAN (Technicolor), Alan Ladd, Shelley Winters

'U' TO HOLD PRODUCTION PACE THROUGHOUT 1954

UNIVERSAL-INTERNATIONAL's schedule of productions for December, January and February guarantees a steady flow of pictures to the nation's theatres, the company states.

As previously announced, U-I will produce 34 features, 22 of them in Technicolor, during the current fiscal year which started November 1, and that in line with these plans, facilities at the studio were being expanded to meet the demands of the increased activity planned for the future.

Included in the expansion is a $350,000 construction program already well under way for a new two-story building to house the studio advertising and promotion departments as well as new bungalows to provide offices for producers and stars. There are also many improvements being made on the studio back lot, including roofing over some of the permanent street sets so they can be used for interior as well as exterior scenes; the enlarging of Pollard Lake to an area of one and one-half acres to give the studio three back lot lakes.

Plan Expansion

U-I's present construction program is the first to be undertaken by a Hollywood company in some years, U-I states, and is designed to meet the long range needs of the studio in keeping with the increased activities planned.

During the past two months when exhibitors have been complaining about the potential shrinkage in the number of pictures being turned out, U-I has been averaging between four and five pictures in production simultaneously, the company points out. Winding up during the past month have been "Johnny Dark," in color by Technicolor, starring Tony Curtis, Piper Laurie, and Don Taylor; "Tanganyika," also in Technicolor, starring Van Heflin, Ruth Roman, Howard Duff; "The Creature from the Black Lagoon," in 3-D, starring Richard Carlson and Julia Adams, as a successor to "It Came from Outer Space"; "Black Horse Canyon," in color by Technicolor, starring Joel McCrea and Mari Blanchard; "Drums Across the River," in color by Technicolor, starring Audie Murphy, Lisa Gaye, Lyle Bettger.

Production Steady

The company's schedule calls for steady production throughout the coming months, giving U-I a substantial reservoir of pictures which have been completed but have not yet been scheduled for release, including "Magnificent Obsession," in color by Technicolor, starring Jane Wyman and Rock Hudson; "The Far Country," in Technicolor, starring James Stewart, Ruth Roman, Corinne Calvet and Walter Brennan; and "Ma and Pa Kettle at Waikiki," starring Marjorie Main, Percy Kilbride and Lori Nelson.

U-I's talent development program, calling for an expenditure of a million dollars annually and which has been responsible for all of the stars now under term contract to it, will be another high point in the coming year's activity, the company believes. U-I regards it as the only program of its kind now in operation in the industry.

Pictures to be made during the coming season will draw heavily on important story properties by well-known authors, the company promises. Included are "Foxfire," adapted from Anya Seton's novel of the same title, to be filmed in color by Technicolor, with June Allyson and Jeff Chandler starring; "Men of Iron," adapted from the Howard Pyle novel of England in the days of chivalry, also in color

(*Continued on page 7, col. 2*)

AT right, top to bottom: Yvonne De Carlo and Joel McCrea in U-I's Technicolor "Border River"; Jeff Chandler and Maureen O'Hara in "War Arrow," in Technicolor; Tony Curtis and Joanne Dru in "Forbidden"; Rock Hudson and Barbara Rush in the Technicolor "Taza, Son of Cochise."

U-I's Winter Releases Set

Universal-International will release during December, January and February, seven of its top productions, six of them in color by Technicolor and one in 3-D, the company announces.

In the group is "The Glenn Miller Story," in color by Technicolor, starring James Stewart and June Allyson. It will be backed by one of the most comprehensive advertising and promotional campaigns in its history, U-I states.

Starting with the January releases, practically all of U-I's pictures will be suitable for wide-screen projection in ratios up to 2 to 1.

Television, radio and comprehensive national promotional tie-ups; extensive national magazine advertising and touring of stars, featured players and special personalities to key cities, will play a part in the promotional campaigns for the winter product.

December releases are "Walking My Baby Back Home," in color by Technicolor, starring Donald O'Connor and Janet Leigh, and "Tumbleweed," also in color by Technicolor, a Western starring Audie Murphy, Lori Nelson and Chill Wills. January releases are "Forbidden," starring Tony Curtis, Joanne Dru and Lyle Bettger; "War Arrow," in color by Technicolor, starring Maureen O'Hara, Jeff Chandler and Suzan Ball, and

(*Continued on page 7, col. 3*)









Technical Advisory Plan Is Approved By Canadian MPIC

TORONTO, Nov. 29.—The Motion Picture Industry Council of Canada has adopted the recommendation for a national technical advisory committee for the purpose of advising exhibitors on new techniques in film presentation. The proposal was made last week. by Morris Stein of Famous Players Canadian at the annual convention of the Council here. The committee would consist of authorities from equipment companies as well as representatives of the Council.

Mayor A. J. Mason of Springhill, N. S., was elected to continue as national chairman of the Canadian MPIC. David Griesdorf was reelected vice-chairman; R. W. Bolstad of Toronto, secretary-treasurer, and A. C. Jolley, executive secretary.

John Davis of the J. Arthur Rank Organization of London, speaking at the convention, said that various industry troubles had been blamed on television, but that in his opinion the fault has been with people in the industry. He said that confidence had been restored and that the industry is again moving forward.

Altec Will Supervise 'Sync' Installations

E. O. Wilschke, Altec operating manager, reports completion of arrangements with Polaroid Corp. whereby Altec engineering crews will supervise installation of Polaroid 3-D Sync Units.

Commenting on the Altec-Polaroid arrangement, Wilschke said: "Theatres equipped with this Sync-Unit can overcome mis-match caused by play in the interlock system, projector 'drag,' or poorly-framed splices.

"It will eliminate the necessity of projectionists stopping machines to rethread and start over again. Further assurance of proper synchronization will be assured by use of the Polaroid projection filters, focussing filters, and brightness filters, now available."

"These are all important steps in reestablishing 3-D as effective entertainment. Of course, cooperation on the part of film exchanges is still a very necessary factor. Proper examining-room inspection of splices and print matching will help tremendously, supplemented by exhibitors having their projectionists make a thorough inspection before show time," declared Wilschke.

Co-Chairmen Named For Boy Scout Drive

Leon J. Bamberger, chairman of the motion picture producers and distributors division for the Greater New York Councils of the Boy Scouts 1954 fund-raising campaign, has set the following company and group chairmen:

Allied Artists, John Michelson; Columbia, Mortimer Wormser; Metro - Goldwyn - Mayer, M. L. Simons; National Screen Service, Burton Robbins; Paramount, Arthur Israel; RKO Radio, Irving Cane; 20th Century-Fox, J. H. Lang; United Artists, Norman Hasselo; Universal International, Anthony Petti; Warners, R. W. Budd; MPAA and COMPO, Taylor Mills; importers, exporters & independent distributors, Jack Hoffberg.

'U' Production Pace Is High; Seven New Releases Set

(Continued from page 6, col. 2)

by Technicolor, with Tony Curtis and Janet Leigh as stars; "Dawn at Socorro," in color by Technicolor; "Sign of the Pagan," a story of the conquests of Attila the Hun, also to be in Technicolor; "The Galileans," based on the Biblical novel by Frank G. Slaughter and to be in color by Technicolor; "Bengal Rifles," another Technicolor production adapted from the novel by Hall Hunter; "Song of Norway," a Technicolor adaptation of the famous operetta; "The Long Hunters," a Technicolor story of the War of 1812 featuring such characters as Davy Crockett, Sam Houston and Andrew Jackson in their younger days.

Five Novels to Be Filmed

"Rose and the Flame," in color by Technicolor, and adapted from the novel by Jonread Lauritzen; "Dolly Hessian," based on a novel by MacKinlay Kantor; "Pillars of the Sky," in Technicolor; "To Hell and Back," a Technicolor version of Audie Murphy's book on World War II in which Murphy will star; "Tacy Cromwell," an outstanding love story based on the novel by Conrad Richter; "Captain Lightfoot," a color by Technicolor version of W. R. Burnett's novel of the same title; "Chief Crazy Horse," a Technicolor story of the famous Indian chief; "Spring Song," a light romantic musical comedy to be filmed in Technicolor; "Francis Joins the Wacs," fifth in U-I's series starring Donald O'Connor and the talking mule; "The Stunt Men," another Abbott and Costello starrer harking back to the old Mack Sennett days; "Pantang," a South Sea island story to be done in color by Technicolor; "Electronic Man," a science-fiction story; "Three Sons of Zantar," an adventure story of the Near East during the Middle Ages which will be done in color by Technicolor; "Border River," in Technicolor, starring Joel McCrea, Yvonne DeCarlo and Pedro Armendariz.

(Continued from page 6, col. 3)

February releases are "The Glenn Miller Story," in color by Technicolor, starring James Stewart and June Allyson. "Taza, Son of Cochise," in 3-D and Technicolor, starring Rock Hudson and Barbara Rush, and "Saskatchewan," in color by Technicolor, starring Alan Ladd and Shelley Winters.

The campaign on "The Glenn Miller Story" is already under way leading up to its world premiere, to be held in Miami, Jan. 19th, with Stewart and Miss Allyson making personal appearances and following through thereafter with a tour of more than a dozen key cities.

Big Campaign for 'Baby'

"Walking My Baby Back Home" also is being given a big national magazine advertising and promotional tie-up campaign. Color ads are scheduled to break during December and January in 11 national magazines and three major Sunday newspaper supplements, including Colliers, McCall's, Look, Redbook, This Week, American Weekly, Parade, Seventeen, Photoplay, Motion Picture, Movie Life, Movie Stars Parade, Hit Parade and Song Hits.

Highlighting U-I's television promotional activities for its winter releases will be the use of a special 15-minute "behind the scenes" television program prepared for "Forbidden." All promotions developed on a national level will be adapted for use on the local level, the company states.

"Play Girl," a modern story of a small town girl who becomes the play girl of New York; and other stories as yet untitled.

Pathe Cinema Buys 5th Ave. Playhouse

Pathe Cinema, owner and operator of the Paris Theatre here, has acquired the Fifth Avenue Playhouse from Arthur and Rachel Kaplan, the owners, and Stuart Baker of the S. & M. Amusement Corp., who has operated the latter house for the last 10 years.

Pathe Cinema, represented by Duncan McGregor, Jr., and Lillian Gerard, has assumed title to the Fifth Avenue and will rename it the Fifth Avenue Cinema. It is now closed for major improvements. The house will be reopened about Feb. 1.

House Leader Martin Favors Excise Cuts

WASHINGTON, Nov. 29.—House Speaker Martin (R., Mass.) said he thought Congress next year should reduce some of the excise taxes now levied at high rates.

He did not name the admission tax or any other specific excise. However, he told a press conference that he felt that excise rates should be "readjusted." Some excises at a 20 per cent rate, he said, are too high and defeat their own purpose. "I'm not sure," he stated, "if they would not increase the yield if they cut them to 10 per cent."

'Brotherhood' Drive Conducted by NCCJ Endorsed by TOA

The 1954 "Brotherhood" campaign received the formal endorsement of the Theatre Owners of America in a resolution passed by the organization at its recent annual convention held in Chicago, it was announced Friday by Emanuel Frisch, national chairman of the amusement industry's campaign.

"The Theatre Owners of America," reads the resolution, "fully recognizing the outstanding benefits afforded to the nation and to the world by the work of the National Conference of Christians and Jews, hereby endorses the 1954 Brotherhood campaign of the Conference and recommends that its members give their wholehearted support to the campaign."

Officers Praised

Frisch expressed gratification to Walter Reade, Jr., and other officers and members of the TOA for lining up circuits and independent theatres behind the industry's drive to build goodwill and understanding among Protestants, Catholics and Jews.

He said the campaign, now launching its organizational phase, will climax its activities during "Brotherhood Week," to be observed Feb. 21-28. Theatres will stage special displays for the observance to enlist contributors in the campaign. They will also sponsor lobby ceremonies, publicity in local papers, special broadcasts on radio and television and will mobilize the cooperation of neighborhood stores.

Harry Brandt Heads Federation Drive

Harry Brandt, president of the Independent Theatre Owners Association and Brandt Theatres, has been named chairman of the amusement division of the Federation of Jewish Philanthropies in the current $16,950,000 drive, it was announced by Salim L. Lewis, general campaign chairman for 1953.

Brandt, long active in the leadership of the industry's campaigns for Federation and other communal causes, predicted that the industry "would rally again with its traditional open-hearted generosity to the great cause of Federation."

Among industry leaders attending a recent meeting to launch the industry's Federation campaign were Barney Balaban, Paramount; Robert Benjamin, United Artists; George F. Dembow, National Screen Service; Simon H. Fabian, Stanley Warner Corp.; Leopold Friedman, Loew's; Emanuel Frisch and Harold J. Rinzler, Rinzler & Frisch; Herman Robbins, National Screen; Samuel Rosen, Stanley Warner; Adolph O. Schimel, Universal Pictures, and Samuel Schneider, Warner Brothers Pictures.

Columbia to Release Eagle's 'Waterfront'

Columbia Pictures will distribute "Waterfront," now in production in Hoboken, N. J. It is planned to release the picture in the spring.

"Waterfront" is being produced by S. P. Eagle's Horizon Pictures and is being directed by Elia Kazan, from an original screenplay by Budd Schulberg. Marlon Brando is in the lead.

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FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 74. NO. 104 NEW YORK, U. S. A., TUESDAY, DECEMBER 1, 1953 TEN CENTS

Hopeful Sign

Congressional Supports Seen In Tax Drive

Early Reports to Compo Reflect Renewed Pledges

Early reports from the field on pledges of support by Congressmen and Senators in the industry's renewed campaign for the elimination of the Federal admission tax indicate that the Council of Motion Picture Organizations can expect the same cooperation in the second drive that it received in the first campaign.

Although not enough reports have been received by COMPO to determine an over-all picture, the belief is that if the information from the unreported areas are as optimistic as those from the reported districts, the same degree of support may be assured.

State committee chairmen were asked in mid-October by Col. H. A.

(*Continued on page 6*)

MGM Develops New Ansco Color for CinemaScope Use

The first use of the new Ansco color for filming in CinemaScope was disclosed here yesterday by M-G-M following weeks of extensive tests.

Three CinemaScope pictures will be filmed in Ansco, which the company's engineers have been working on for the past three years. First of the trio is "A Bride for Seven Brothers," produced by Jack Cummings, directed by Stanley Donen and starring Jane Powell and Howard Keel.

"Brigadoon," produced by Arthur

(*Continued on page 6*)

Newspaper Strike Boosts Radio, TV

Many New York theatres, especially the circuit and first-run situations, increased their radio and television spot advertising announcements yesterday in the wake of the newspaper strike which left only one daily newspaper being published here.

Other theatres, those that did not take steps yesterday to buy extra radio or TV time, planned to do so if the

(*Continued on page 2*)

Will Offer Telemeter Deals To Nation's Non-TV Areas

By WILLIAM R. WEAVER

HOLLYWOOD, Nov. 30.—Exhibitors located in the nation's 225 non-television areas which are next on Telemeter's expansion schedule will be offered cooperative or participation deals covering pictures to be pay-televised over a closed circuit, as was done with Paramount's "Forever Female" in Palm Springs Saturday and Sunday nights. However, the nature and kind of deal has not been determined, according to Telemeter officials. Earl Strebe, whose Plaza Theatre was playing "Forever Female" at the same time it was telemetered, and who has been close to Telemeter development since its inception, and was helpful in obtaining the city council's approval for stringing telemeter wires on existing public utility poles, has a stock option of undisclosed proportions, but this is not necessarily a pattern to be adopted generally. Even less definite thus far is the policy to be followed in areas where, unlike Strebe's closed

(*Continued on page 2*)

Tells of Growth in RKO Remittances

An encouraging insight into RKO Pictures' foreign operations was sketched here yesterday by Al Crown, RKO foreign manager, who cited a growth in remittances over the past two years.



Al Crown

Returning from a 10-week tour of the Far East, Crown said that RKO has a steady flow of product for its foreign markets and that it has an adequate product line-up for the next six to eight months. He added that James R. Grainger, RKO president, has as-

(*Continued on page 2*)

N. J. Allied Meeting Today in Passaic

A variety of industry problems will be discussed this afternoon in Passaic, N. J., at a membership meeting of the Allied Theatre Owners of New Jersey. The meeting will be followed by a beefsteak dinner at the Ritz Restaurant in Passaic, to which all segments of the industry have been invited.

Among the topics that will come before the meeting are new presentations, shortage of product, the Federal admission tax situation, the dues drive of the Council of Motion Picture Organizations and the Bingo situation in the state.

May Vote Higher 'U' Dividend Today

Action on an increased dividend payment to holders of Universal Pictures common stock reportedly will be taken by the board of directors of the company at a meeting to be held here today.

A 50-cent dividend has been paid on the stock heretofore. Some financial

(*Continued on page 6*)

UA's International Anniversary Drive Will Start Today

United Artists' 35th anniversary international sales drive honoring president Arthur B. Krim will be launched today in Europe, Asia, Africa, South America and Australia. The sales push, which will last for a year, follows the Nov. 16 kick-off of a six-month drive in the United States and Canada similarly commemorating the founding of United Artists 35 years ago and honoring the company's president.

In a message sent to U.A.'s overseas headquarters throughout the world, Arnold Picker, vice-president in charge of foreign distribution and captain of the international drive, cited the resurgence of U.A. under the leadership of Krim.

"U.A.'s re-emergence," Picker said, "as the leading distributive medium for independent films is reflected in

(*Continued on page 6*)

Six from Paramount In Next 3 Months

Paramount has scheduled six pictures for release during December, January and February, A. W. Schwalberg, president of Paramount Film Distributing Corp., reports. He said other pictures may be added as productions are completed.

Three of the pictures will be in color

(*Continued on page 6*)

Crest Appeal

Highest Court Hears First Run Test Suit

Contend Issues Same As Those in Para. Case

WASHINGTON, Nov. 30.—The Supreme Court was told today that it is being asked to strike down in the Crest case the same distributor conspiracy that it had earlier condemned in the Paramount case.

The argument came from former Solicitor General Philip B. Perlman, attorney for Theatre Enterprises, Inc., which owns the Crest Theatre, Baltimore. He held forth for a full hour as the court opened three hours of argument in the case, involving the right of distributors to refuse to license first-run films to the neighborhood Crest.

Tomorrow, the court will finish hearing argument, with another half-

(*Continued on page 3*)

B'way Grosses Hit Lively Pace Over Holiday Weekend

New York first-run grosses hit a lively pace this week, bolstered by the Thanksgiving holiday weekend, with top box-office performances racked up by such attractions as "Cease Fire," "How to Marry a Millionaire," "The Robe," "From Here to Eternity," and "Kiss Me Kate."

An excellent $45,000 is forecast for the first week of "Cease Fire," in 3-D, at the Criterion. At the Roxy, a robust $85,000 is indicated for the

(*Continued on page 3*)

'Robe' Sets Records In London Odeon

LONDON, Nov. 30.—In the first 10 days of its run here, 20th Century-Fox's "The Robe" in CinemaScope has broken all existing box-office records at J. Arthur Rank's Odeon, including those set recently by "A Queen Is Crowned" and "Limelight."

A canvass of typical audiences at the theatre, taken at various times of the day, reveals first that patrons gen-

(*Continued on page 3*)

Personal Mention

WALTER READE, Jr., president of the Theatre Owners of America, will leave here today by plane for Kansas City.

•

ORTON H. HICKS, Loew's International director in charge of the 16mm department, has left New York for Rome on the first leg of a worldwide inspection tour.

•

BARNEY ROSE, Universal Pictures division manager, and TED RICE, branch manager, will be in Los Angeles next Monday from San Francisco.

•

RAY MOON, assistant general sales manager of Universal Pictures, has left here for the Coast, with stop-overs slated for Denver, Salt Lake City and San Francisco.

•

EDWARD L. HYMAN, vice-president of American Broadcasting-Paramount Theatres, is in Boston from New York.

•

THEODORE BLACK has been named chairman for Republic Pictures in the forthcoming Greater New York Councils Boy Scout Fund Drive.

•

O. C. TERRELL, manager of the Sunset Drive-in Theatre, Clarksville, Tenn., has been elected president of the Clarksville Scottish Rite Club.

•

BEN GOETZ, head of the M-G-M studios in London, arrived here from the Coast yesterday en route to England.

•

BARNEY TARANTUL, partner in the Burnside Theatre Corp., East Hartford, has returned there from Durham, N. C.

•

EDWARD MANNIX, M-G-M studio executive, arrived in New York from the Coast yesterday.

•

MORRIS MECHANIC, owner of The New Theatre in Baltimore, has returned there from Atlantic City.

•

BENJAMIN BECK, one of the owners of the Uptown Theatre in Baltimore, is visiting in Italy with MRS. BECK.

•

FOSTER M. BLAKE, Universal Pictures Western sales manager, has left here for Denver.

Jones Dept. Head for Campaign Associates

Charles Reed Jones, formerly director of advertising and publicity for Republic Pictures and more recently research head for Sun Dial Films, has joined National Campaign Associates as head of that company's reorganized and enlarged publicity and public relations department. The expansion of the department, said Albert Gary Gorson, of NCA, will permit the inclusion of general public relations and specialized motion picture promotion in addition to the organization's fund-raising activities.

Telemeter

(*Continued from page* 1)

situation, several exhibitors are operating theatres.

Telemeter and Paramount officials who witnessed the weekend inauguration of pay-television service in Palm Springs were disposed today to allow time to test out the system's usefulness and popularity before voicing definite decisions about its future. At the inaugural, Paramount president Barney Balaban forecast big benefits to the industry as a whole from pay-television due to the increased revenues which would make the investment of greater sums in production practical.

Industry and Press Pleased

Officialdom and press alike hailed the Saturday performance of Telemeter, which began with a closed-circuit showing of the Notre Dame-Southern California football game in the afternoon for a one-dollar Telemeter fee, as exemplary so far as mechanical excellence was concerned. Similarly, it was the concensus that with only 72 sets Telemeter-equipped there could be no permanent conclusions drawn at once. Additionally, it was generally agreed that Palm Springs, essentially a winter resort town and high in per capita wealth, is decidedly special in point of entertainment taste and economic ability.

Immediately next on the Telemeter agenda are Burbank and Glendale, Hollywood suburbs, which include large television blank spots, and which are considered more nearly typical in most respects than Palm Springs.

Newspaper Strike

(*Continued from page* 1)

strike of the photo-engravers is not settled shortly. The New York "Herald Tribune," the only regular local daily newspaper to publish yesterday, consisted of only eight pages, minus advertising. However, the "Tribune" carried a column, itemizing the pictures playing on Broadway and in many neighborhood theatres.

Loew's, which owns radio station WMGM, found itself in an advantageous situation. WMGM radio spots heralding pictures playing in Loew's houses were increased throughout Sunday and yesterday.

Radio City Music Hall, which has "Easy to Love" and its annual Christmas show bowing in Thursday, took radio and TV spots to make up for the loss in newspaper advertising. RKO Theatres, which normally uses both radio and TV for advertising, took extra broadcasting time

RKO Remittances

(*Continued from page* 1)

sured him that the product line-up will be bolstered by new productions both from the studio and from outside producers to fill the product requirements for the next 12 months.

Crown, declining to approximate the total dollars earned by RKO abroad, said that the level of RKO foreign business has been maintained. Dollar remittances, he added, have increased over the past two years due to the unblocking of funds in such areas as Brazil and Japan. He credited Grainger for giving greater autonomy to foreign managers and effecting savings of approximately $750,000 in the foreign department by cutting down on so-called "luxury" items while retaining key personnel.

RKO's foreign revenues, he said, account for about 40 per cent of the company's income.

RKO Gets Stay in Referee Hearing

RKO Pictures has received a stay in the hearings scheduled here yesterday before Referee Abraham Gellinoff on the "bona fide" issue of a Nevada minority stockholders' action.

The stay was obtained from the Appellate Division of New York. RKO Pictures claimed that Judge DiFalco was in error when he appointed a referee to examine the Nevada action brought in behalf of minority stockholders by Louis Kipnis. A hearing on RKO's position will be held in the Appellate Division in mid-January, it was stated.

Judge DiFalco of New York Supreme Court appointed a referee in connection with the action brought in behalf of minority stockholders Louis Schiff and Jacob Sacks. The plaintiffs, suing Howard Hughes, board chairman, and other directors, sought an accounting and a receivership for the company. RKO held, in part, that the Schiff and Sacks suit should be held in abeyance pending the outcome of the Nevada action, brought by attorney Kipnis in behalf of Castlemans, stockholders, citing the similarities of the two suits. The referee, whose role is now questioned, was appointed to explore the intentions of those bringing the Nevada action.

'Cell Block' to Bow In Dallas Feb. 25

DALLAS, Nov. 30.—The world premiere of Allied Artists' "Riot in Cell Brock 11" has been set for Feb. 25 with a saturation booking throughout the entire Interstate Circuit and Texas territory, it was disclosed today by James Prichard, Southern division manager, following a meeting with R. J. O'Donnell, general manager of Interstate, and Joseph Rivkin and John Flinn, AA executives who came here from the Coast. Approximately 100 additional theatres from other circuits in Texas will be dated in this saturation. The premiere opening will be backed by an extensive TV and radio campaign.

The Interstate saturation bookings will be spearheaded by openings in the following theatres: Majestic, San Antonio; Majestic, Houston; Majestic, Dallas, and Worth, Fort Worth.

AMPA Class to Vacation

The Showmanship School of the Associated Motion Picture Advertisers, which will hold its last session of 1953 on Thursday at the Astor Hotel here, will vacation over the Christmas and New Year holidays. Max E. Youngstein, vice-president of United Artists, will be the lecturer on Thursday.

Funeral Rites to Be Arranged Today for Joseph Burstyn

The remains of Joseph Burstyn, 52, foreign film distributor who died on a Paris-bound TWA airliner on Sunday, were due here last night and funeral arrangements will be made today. Burstyn was stricken as the plane neared Ireland and was pronounced dead upon arrival in Shannon.

Burstyn was a pioneer in the distribution of foreign pictures. From 1936 until 1949 he was a partner with Arthur Mayer in a distribution enterprise, ultimately buying out Mayer.

Survivors are a sister and four brothers. Burstyn was born in Poland and came to the United States in 1921. After working as a diamond polisher, he made his first contact with the amusement business when he became a press agent for the Yiddish Theatre.

To Decide Future Course Of IMPDA Shortly

The future of the Independent Motion Picture Distributors Association, here, which was founded by Joseph Burstyn, who died Sunday while en route to Paris from New York, will be decided at a membership meeting shortly. The IMPDA was guided almost solely by Burstyn in its efforts to compete with major companies in the distribution of foreign pictures in the U. S.

LeRoy Asks, Obtains Release from M-G-M

HOLLYWOOD, Nov. 30.—Mervyn LeRoy, producer-director who joined M-G-M in 1938, has requested and received his release from the company. He gave as his primary reason a personal desire for an extended vacation.

During his 15 years with M-G-M LeRoy brought to the screen many of M-G-M's outstanding films, including "Quo Vadis," "Million Dollar Mermaid," "Little Women," "Latin Lovers" and "Rose Marie." The latter picture is now being edited and LeRoy will remain at the studio until January to complete this work.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
M-G-M's "KISS ME KATE" starring
Kathryn GRAYSON · Howard KEEL
ANN MILLER
Photographed in ANSCO COLOR
Print in TECHNICOLOR
and SPECTACULAR STAGE PRESENTATION

JANE POWELL · GORDON MacRAE
3 SAILORS AND A GIRL
with GENE NELSON
JACK E. LEONARD
Color by TECHNICOLOR
PARAMOUNT
TIMES SQUARE

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B'way Grosses

(*Continued from page* 1)

11th week of "The Robe." "Kiss Me Kate" at Radio City Music Hall is expected to do a very good $120,000 for its fourth and final week, with "Easy to Love" and the Hall's traditional Christmas show slated to bow in on Thursday.

Most Broadway theatremen were in agreement that is too early to tell of the consequences of the New York newspaper strike.

"How to Marry a Millionaire," at both Loew's State and the Globe, did very nicely, with about $57,000 estimated at the State and $35,000 at the Globe. The CinemaScope attraction is in its third week in both situations. "Take the High Ground" is due to register a nice $20,500 for its second week at the Mayfair. At the Paramount, which currently has a non-stage policy, a fairly good $30,000 is indicated for the second week of "Three Sailors and a Girl."

'Boy Lost' in 10th Week

At the Victoria, "The Man Between" is predicted to hit a healthy $25,800. The 10th week of "Little Boy Lost" is due to rack up a fine $14,000, while a moderate $11,500 is seen for the fourth week of "Queen of Sheba" at the Astor. At the Holiday, the "Joe Louis Story" is expected to do a fair $8,000 for its fourth week.

Among off-Broadway houses, a tremendous $21,000 is estimated for the fourth week of "The Living Desert" at the Sutton. For "Captain's Paradise" at the Paris, $17,000 is indicated for a ninth week. At the Trans-Lux 60th Street a fairly nice $4,800 is forecast for the seventh week of "The Actress," while at the Trans-Lux 52nd Street, a good $6,500 is estimated for the 38th week of "Lilli." A fine $12,000 is indicated for the two-a-day "Gilbert and Sullivan" at the Bijou.

Chicago's Holiday Weekend Boosts Grosses Generally

CHICAGO, Nov. 30. — With big crowds turning out in the Loop for the holiday weekend, theatres here should mark up one of their largest weeks this year. Betty Grable and Harry James on the stage at the Chicago are, of course, responsible for the terrific $95,000 which the house reportedly will gross this week for "Half a Hero." "How to Marry a Millionaire" opened sensationally at the Oriental for a probable $78,000, and "Jack Slade," teamed with "Son of Belle Starr" at the United Artists, should hit $25,000, which is excellent. The prospects are good for $12,000 at the Grand for "All the Brothers Were Valiant," and the McVickers is on its way to $24,000 for "Botany Bay" and "Flight to Tangier." The Surf will get about $6,000 for "Decameron Nights."

"Big Heat" and "The 49th Man" are going for a satisfactory $15,000 at the Roosevelt in the second and final week, while the third week of "Mogambo" at the Woods is still good with $28,000. In the fourth, the Monroe is getting only a fair $4,300 for "Torch Song."

"The Robe" is still packing the State-Lake for $48,000, while "Cinerama" picked up nicely in the 18th week, with $40,000. "Martin Luther" now is in its tenth week at the Loop.

Roxy to Cut Price For 12-Mile Reef'

The Roxy will reduce its admission price with the engagement of "Beneath the 12-Mile Reef," 20th Century-Fox's third CinemaScope production which opens there on Dec. 16. The price scale will run from $1 to $1.80, compared to $1 to $3 for "The Robe," current attraction and the first CinemaScope production.

The $1 to $1.80 price range will bring the Roxy in line with other competitive houses along Broadway.

Cinerama Publicists Set

CHICAGO, Nov. 30.—Will Brevall has been named public relations director, and John Bull press agent, for Cinerama, now playing here at the Palace Theatre.

Reviews

"Money from Home"

(Wallis-Paramount—3-D) *Hollywood, Nov. 30*

WHEN this 3-D and color in Technicolor production by Hal Wallis of a Damon Runyon story co-starring Dean Martin and Jerry Lewis gets down to the start of a steeplechase to end all horse-race comedies it is a very fast, furious and funny picture indeed. What happens in this vital final phase of the picture makes up in hilariously full measure for a variety of earlier ingredients that assay perhaps 50-50, which is to say so-so, over-all. Some of the Martin-Lewis record-breakers have had fewer laughs in total than this one carries in its climactic sequence. It is to be remembered, too, that in the first picture these boys ever made they executed a record triumph-over-material. They are in far better case this time, with or without the fact that this is the first film of its kind in 3-D, and can hardly fail to set some new attendance marks.

The screenplay by Hal Kanter presents Martin as a New York gambler in debt to gangster Sheldon Leonard and ordered under threat of death to prevent the favorite horse from winning a certain steeplechase. It presents Lewis as his cousin, an interne at a veterinary hospital, who collaborates reluctantly with Martin and who, in the final footage which is the footage that counts, rides to a screeching victory the horse that Martin has been commissioned to stop. Prior to that the comedians have been involved in such affairs as masquerading in the wear of an Oriental potentate's harem, sequestering an alcoholic British jockey, and loosing a colony of ants in a ballroom.

Both boys do some singing in the course of the proceedings, with and without clowning.

George Marshall, whose success in the handling of comedy material dates back to the very beginning of the art, directed.

Running time 99 minutes. General audience classification. For February release.

WILLIAM R. WEAVER

"Give A Girl A Break"

(Metro-Goldwyn-Mayer) *Hollywood, Nov. 30*

DANCE is the main business of this addition to M-G-M's long and valued succession of musicals with color by Technicolor, and the dancing Champions—Marge and Gower—are the top dancing names and talents in it, but they're by no means alone, or even unchallenged. For Debbie Reynolds and Bob Fosse provide plenty of competition in the lighter forms of Terpsichore favored by the Champions, and Helen Wood contributes some measures in the ballet manner that have their own special merits. The production has good humor, speed and expert craftsmanship in its favor, in addition to the personal proficiency of its principals, and figures to take very good care of itself financially.

The musical numbers are by Burton Lane and Ira Gershwin, and they are danced and sung by the principals in various combinations, with and without choral backing, and with the emphasis always on the dancing, although the singing is good enough. The Champions' best number together is a special by Andre Previn and Saul Chaplin, written to their precise skills, and stands out, on points, from most of the others. The finale number, "Applause, Applause," sung by Miss Reynolds and Gower Champion, with countless others taking part in an incredibly complex production sequence, hasn't been equalled in exact kind for a long while, if ever.

Jack Cummings produced the picture, fastidiously as well as luxuriously. Stanley Donen directed the picture and co-directed the musical numbers staged by Gower Champion. Musical direction is by Previn and Chaplin, a most distinguished job.

The script by Albert Hackett and Frances Goodrich, who usually busy themselves with weightier things, from a story by Vera Caspary, of whom the same may be said, is another of those utilitarian tales about a show beset by pre-opening trouble.

Running time 82 minutes. General audience classification. For February release.

W. R. W.

'Robe' Records

(*Continued from page* 1)

erally are as much impressed by CinemaScope as by the picture itself Secondly, a considerable proportion of the patrons, many of whom had travelled long distances to attend a performance, said they had not been in a motion picture theatre in months.

In other words, "The Robe" clearly is drawing not only regular film-goers but also that much sought-after "lost audience."

Rome Bow Impressive

ROME, Nov. 30.—The first Continental European showing of "The Robe" in CinemaScope opened at the 1,100-seat Capitol Theatre here Saturday night and was immediately acclaimed a great success. Audiences and press enthusiasm such has not been accorded any previous technique here was immediately manifest.

Crest Appeal

(*Continued from page* 1)

hour by Perlman and one and one-half hours by distributor attorneys Ferdinand Pecora and Bruce Bromley. A decision is not likely until early next year.

Theatre Enterprises brought an injunction and damage suit to force the distributors to let it bid for first run films. The District court and the Fourth Circuit court found for the distributors, holding that each had merely exercised its independent business judgment, without any conspiracy. Crest then appealed to the high court, which agreed to review the case.

'Competition' Question

Perlman told the justices that distribution witnesses admitted that it was industry practice to confine first run films to theatres in the downtown business districts. He argued that either the Crest is not in competition with the downtown theatres, in which event, under the Paramount case rules, it should be entitled to play films day-and-date with the downtown houses, or that it is in competition, in which case it should be entitled to bid in competition with other first-run houses.

"All of the defendants in this case based their action on what they called their national policy," Perlman said. "They admit they had a fixed and uniform system of runs and clearances, and this court said in the Paramount case that they couldn't do that. The very same system condemned by this court in the Paramount case was used against the petitioner (Crest) in this case. The same conspiracy condemned by this court in the Paramount case was still active and used in this case."

Asked by Justice Frankfurter whether he was charging conspiracy or merely "conscious parallelism," Perlman said the "undisputed, uncontradicted evidence in this case shows the adoption of a uniform policy."

He declared that the distributors had not offered evidence against this charge, "but merely excuses." He said the Third Circuit court in the Milgram case had "refused to allow these same defenses."

Decrees Barred

Perlman said Theatre Enterprises was also objecting to the fact that the trial judge had refused to allow in evidence the various decrees in the Paramount case, "despite the fact that the Clayton Act says they are admissible." He declared it was "important that the jury should have listened to the evidence in this case in the light of the findings of this court against the defendants in the Paramount case."

All nine judges were on the bench, and Perlman was interrupted repeatedly for intensive questioning.

'Robe' Dated in 470 Houses by Christmas

As "The Robe" continues in 172 domestic and Canadian situations, 20th Century-Fox reported that by Christmas the first CinemaScope production will have been shown in some 470 theatres.

I have seen

two more great completed

CINEMASCOPE

productions

"BENEATH THE 12-MILE REEF"

TECHNICOLOR

In "Beneath the 12-Mile Reef," CinemaScope for the first time takes you under the sea, twenty fathoms down to the domain of the killer-shark and the giant octopus and the manta ray. The marvel of CinemaScope's stereophonic sound engulfs you in excitement you've never known as the CinemaScope anamorphic lens captures a spectacular undersea kingdom in a manner unique to the prowess of CinemaScope.

It is a remarkable human drama, combining a love story centering around Robert Wagner and Terry Moore with a heartwarming father-and-son relationship between Wagner and Gilbert Roland. They evolve as unforgettable themes in a photographic symphony, an entertainment honestly and stirringly acted by its entire cast, superbly produced by Robert Bassler, expertly directed by Robert D. Webb.

It is, too, a breathless adventure in movie-making, filmed entirely on location at Nassau and off the West Coast of Florida in the throbbing heart of the sponge-fishing country.



"KING OF THE KHYBER RIFLES"

TECHNICOLOR

"King of the Khyber Rifles," which stars Tyrone Power, Terry Moore and Michael Rennie, emerges as the first sweeping adventure entertainment in CinemaScope. It transports you to the deserts of India, to the strongholds of the untamed Afridi horsemen, the colorful bazaars of Peshawar, and the terror-filled "Night of the Long Knives" as the hill tribes and Afridi lancers join forces in startling battle scenes.

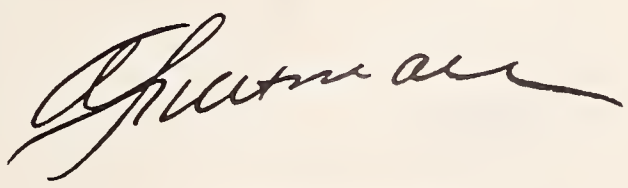
It is a picture that stuns with its tumultuous action, its fabulous fight sequences and panoramic range. Brilliantly painted on the mighty canvas only CinemaScope can provide, "King of the Khyber Rifles" catapults you into the midst of the pomp and glory and the stirring adventures that nourished the perilous course of empire.

There are truly great performances by all the principals and a tender romance between Tyrone Power and Terry Moore. Frank P. Rosenberg has produced "King of the Khyber Rifles" on a grand scale and Henry King has done a masterful job of direction.

"Beneath the 12-Mile Reef" and "King of the Khyber Rifles" are fresh and exciting new experiences in the ever-increasing wonders of the CinemaScope process. Having seen these pictures, far different from each other in story and locale and far different, too, from the themes of the first two CinemaScope presentations, I am convinced that there is absolutely no limit to the versatility and range of this gifted new medium, no end to its qualities of enhancement.

They are in every way outstanding attractions in the glorious tradition of their CinemaScope predecessors, "The Robe" and "How to Marry a Millionaire," which have swept the imaginations of the ticket-buying public and are bringing back in historic fashion large numbers of the audiences which made our industry great. I firmly believe that "Beneath the 12-Mile Reef" and "King of the Khyber Rifles" are destined to bring business in every way comparable to their predecessors.

In the next few weeks, these two productions will have their world premiere engagements at the Roxy and Rivoli theatres, respectively, in New York. I predict that these engagements, and engagements everywhere of "Beneath the 12-Mile Reef" and "King of the Khyber Rifles," will serve to reaffirm the position of CinemaScope as the hallmark of quality that will identify all future productions made in this process.



Al Lichtman, 20th Century-Fox

Tax Drive

(Continued from page 1)

Cole and Pat McGee, co-chairmen of the COMPO tax repeal committee, to submit their progress reports from their respective territories by today. In effect, a deadline was set for Dec. 1. These reports, it was stated at COMPO headquarters here yesterday, are beginning to "drift in" and it is expected that data from each state will be recorded by COMPO by the end of this week.

Regional committees have been contacting Congressional representatives during the last few months and the information is being compiled for a final report. Cole and McGee also have been working with the regional groups personally in order to stimulate interest in the forthcoming campaign.

Meanwhile, the dues drive, proceeds from which COMPO will be able to carry on its work for tax repeal, got under way yesterday and will continue through next Monday.

High Court Passes TransAmerica Case

WASHINGTON, Nov. 30.—The U. S. Supreme Court refused to review a lower court decision throwing out government anti-trust proceedings against TransAmerica Corp.

The Federal Reserve Board had sued to break up the giant West Coast banking firm. The Third Circuit Court of Appeals, however, had dismissed the suit. The government appealed to the Supreme Court, but lost there today. Justices Black and Douglas said they thought the high court should have reviewed the case. Justice Clark took no part.

New Pimstein Office

Harry M. Pimstein, former vice-president and attorney for RKO Radio, has opened offices here for private law practice.



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Television--Radio

with Pinky Herman

DON'T recall when we spent a more pleasant two hours than the 120-odd minutes last Thursday evening at the Town Hall where a robust baritone, Oliver J. Dragon by name, sang, clowned, emceed and ad-libbed his way through a gay musicale, supported by his TV pals Kukla, Fran Allison, Colonel Crackie, Ophelia Ooglepuss and Beulah Witch. The squeals of delight by about 150 children were often drowned out by the hearty laughter of the grown-ups. . . . Bob Shapiro, executive manager of the Paramount (N. Y.) Theatre, who learned his talent know-how from his ex-boss Bob Weitman, will appear on Fred Allen's "Judge for Yourself" panel tomorrow over NBC-TV. . . . Clan Russell has given show business many a glamorous star, including Lillian, Jane, Connie and now adds another, petite Ellie Russell, a regular on Jerry Lester's TV-er, whose M-G-M platter of "The Lately Song" has just been released.

☆ ☆ ☆

About 40 intimate friends of Burr Tillstrom, including Mannie Sachs, Tallulah Bankhead, Faye Emerson, Skitch Henderson, Dorothy Collins, Raymond Scott, Arch Levington, Frank Cinnamon (Drugstore Cowboy) and ye columnist paid tribute to Tillstrom's artistry as the creator of "Kukla, Fran & Ollie," at the Hampshire House last Thursday following the Town Hall concert. . . . John Scott will pinch-hit for honeymooning Harry Hennessy's daily WORds of news for the next two weeks. . . . In radio, daily changes, counter changes, etc., are the rule but occasionally an exception to the rule manifests itself. Take the case of the "CBSecond Mrs. Burton," which started almost eight years ago and today has the same five principals, including Patsy Campbell, Dwight Weist, William Podmore, announcer Hugh James and organist Dick Liebert and the same sponsor, General Foods. The popular five times a week soapera is produced by Mary Harris with Wally Chateauvert the director. . . . Ralph Edwards will present a poignant drama of New York Life on tomorrow's "This Is Your Life," originating at the Center Theatre in Radio City. Next week, the program will be a colorcast. Incidentally, Ralph's deviltries on "Truth or Consequences" rounds out its 14th consecutive year on the air, all but six months over NBC. . . . Stu Erwin and June Collyer celebrating their 22nd year of wedded bliss.



Mannie Sachs

Six from Paramount

(Continued from page 1)

by Technicolor and two are three-dimension productions.

The schedule is as follows: Christmas release, "Here Come the Girls" (Technicolor), starring Bob Hope, Arlene Dahl, Rosemary Clooney and Tony Martin; January, "Jivaro" (Technicolor), starring Fernando Lamas, Rhonda Fleming and Brian Keith; Hal Wallis' "Cease Fire!" (3-D), and "Forever Female," starring Ginger Rogers, William Holden, Paul Douglas and Pat Crowley; February, Wallis' "Money from Home" (Technicolor, 3-D), starring Dean Martin, Jerry Lewis, Marjie Millar and Pat Crowley, and "Alaska Seas," starring Robert Ryan, Jan Sterling, Brian Keith and Gene Barry.

"Money from Home" will be shown New Year's Eve at a limited number of key theatres on a pre-release basis.

CFT in Deal with KBTV

Commonwealth Film and Television, Inc., has closed with station KBTV, Denver, a library deal for the company's package of 13 musical shorts featuring the tunes of the Viennese composer, Johann Strauss. The agreement provides for the unlimited use of the programs for one year.

M-G-M, Ansco

(Continued from page 1)

Freed and directed by Vincente Minnelli, starring Gene Kelly, Van Johnson and Cyd Charisse, will be the second CinemaScope picture in Ansco color, starting Dec. 7. Third of the group will be "The Student Prince," produced by Joe Pasternak and directed by Richard Thorpe, starring Ann Blyth, Edmund Purdom, John Ericson, Louis Calhern and the voice of Mario Lanza, which starts Dec. 14.

The daily rushes of the three pictures will be processed in the Coast studio's newly converted color laboratory, which has been stepped up to a capacity of 1,000,000 feet of film weekly.

'U' Dividend

(Continued from page 1)

sources predict the payment to be authorized today may be as much as 75 cents to $1 per share. Continued strong earnings of Universal for the fiscal year ended Oct. 31 are forecast, although the annual report is not expected until some time in January.

Milton Rackmil, Universal president, and Alfred Daff, executive vice-president, are scheduled to leave here for the Coast tomorrow on another of their regular visits to the studio.

UA Birthday

(Continued from page 1)

the largest and finest product roster in the company's history, with more than 50 films slated for release during our anniversary year."

Mexico, Paris, London, Rome

Among the special overseas commemorative celebrations, which will parallel domestic observances of the company's anniversary, are industry dinners in Mexico, Paris, London and Rome set for early next year. "These international events, attended by key U.A. executives and leaders of the foreign film industry, are expected to bolster international cooperation in expanding world film markets," said U.A.

Arthur Krim Closes Co-Production Deal

ROME, Nov. 30.—Arthur B. Krim, president of United Artists, has concluded a deal here for the joint production of the Figaro, Inc., presentation of "The Barefoot Contessa," by UA and the Italian producing team of Angelo Rizzoli and Roberto Haggiag. "The Barefoot Contessa," color in Technicolor drama, which Joseph L. Mankiewicz will direct from his own screenplay, will co-star Ava Gardner and Humphrey Bogart.

The co-producing pact was signed by Krim, United Artists Continental manager Charles Smadja, Haggiag and Rizzoli, who is one of Italy's leading film financiers and producers.

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FIRST IN FILM NEWS

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VOL. 74. NO. 105 NEW YORK, U. S. A., WEDNESDAY, DECEMBER 2, 1953 TEN CENTS

17-Week Drive

MGM 'Jubilee' To Mark 30th Anniversary

Campaign to Run From Jan. 1 to April 29

M-G-M will mark its 30th birthday with a "30th Anniversary Jubilee" during the 17 weeks starting Jan. 1 and ending April 29. The general plan of the jubilee was revealed by Charles Reagan, general sales manager, at a recent meeting in Chicago with regional sales managers. Last week the six field sales managers held territorial meetings with branch managers and their staffs to outline details of the campaign.

John P. Byrne, Eastern sales mana-

(*Continued on page* 5)

Maas to Aid USIA As Film Consultant

The appointment of Irving Maas, Asian division director of the Motion Picture Export Association, as a consultant to the United States Information Agency was disclosed here yesterday.



Irving Maas

Maas, who will retain his post with the MPEA, will leave here today for Washington where he will remain for several weeks working with Theodore Streibert, USIA director, and others in reorganizing the agency's motion picture division. The post vacated by J. Cheev-

(*Continued on page* 4)

K-MTA's Convention Follows Compo Meet

KANSAS CITY, Dec. 1.—A district meeting of the Council of Motion Picture Organizations, with exhibitors attending, preceded the two-day annual convention of the Kansas-Missouri Theatre Association today at the Hotel President. Glen Dickinson, chairman, presided.

The two area exhibitor organizations are cooperating in plans for an

(*Continued on page* 4)

Compo Group Tells Under-Secretary Of Treasury Need for Tax Relief

WASHINGTON, Dec. 1.—A committee representing the Council of Motion Picture Organizations today called on Under-Secretary of the Treasury Marion B. Folsom to discuss with him the need of the industry for relief from the 20 per cent Federal admission tax. The committee agreed to submit data to the Treasury concerning conditions in the industry, with a view to continuing the cooperation by the industry with the Treasury and the Congress in the formulation of recommendations concerning the tax.

The COMPO committee consisted of Sam Pinanski, Wilbur Snaper, Pat McGee, Col. H. A. Cole, A. F. Myers, Herman Levy, A. L. Sindlinger and Robert W. Coyne, the latter COMPO's special counsel.

RCA Shows TV Pictures Recorded on Magnetic Tape

PRINCETON, N. J., Dec. 1.—RCA today gave its first public demonstration of its system of recording television pictures on magnetic tape in color and black-and-white at its David Sarnoff Research Center here.

Brig. Gen. David Sarnoff, RCA board chairman, said the system may be commercially feasible for television broadcasting in "perhaps two years" and "later" for the motion picture and theatre industry, and others.

He said the new method of recording sight is similar in basic respects to tape recording of sound. He described the achievements as the first major step into an era of "electronic photography," in which motion pictures in color or black-and-white will be produced quickly and economically, without any photographic development or processing.

Film industry observers pointed out that should the system be perfected and introduced commercially it would mark the end of the present era of the use of photographic film, cameras, printing and processing, and of the present film distribution and exhibition methods, requiring a complete retooling of theatre projection systems.

Sarnoff said: "While this electronic video tape equipment is still in the developmental stage, the basic principles and principal elements of our system have been tested and confirmed. We are confident that it is only a

(*Continued on page* 5)

Tape TV Recording Was Well Received

Material used in RCA's demonstration of magnetic tape recording of television pictures in Princeton, N. J., yesterday was well received on the 12-inch screens and the color in all instances had commercial TV quality, although it was a little less brilliant and faithful than that in live transmission. Altogether, it was a very convincing demonstration of a technique in TV recording, offering every promise of supplanting film recording for television studio use.

As for the application of the electronic method of recording motion pictures, it was pointed out that it would be available when equipment became available to TV. Its use would be in the concurrent recording of picture signals for immediate playback of the pictorial material as well as the sound.

G. S.

75-Cent Dividend Voted by Universal

Universal Pictures Co. board of directors yesterday authorized payment of a 75-cent dividend on the company's common stock, consisting of a semi-annual dividend of 50 cents per share and an extra dividend of 25 cents per share. The dividends voted yesterday make a total of $1.25 per

(*Continued on page* 4)

Opinion Split on News Strike Effect

A wide divergence of opinion was expressed here yesterday by theatremen on the box-office effect of the current newspaper strike ranging from little or no influence on business to dampening the appetites of the theatre-going public.

This split was expressed as a num-

(*Continued on page* 5)

1st Run Test

Conspiracy Is Denied in the Crest Appeal

High Court Told Profits Dictate Sales Pattern

By J. A. OTTEN

WASHINGTON, Dec. 1.—Attorneys for the eight major distributors told the Supreme Court today that in licensing first-run motion pictures to downtown theatres instead of neighborhood theatres the distributors were following good business policy and were not acting in a conspiracy.

"The theatres that give the best film rental are generally downtown," distributor attorney Bruce Bromley said, "and it is not strange that each distributor aimed at downtown distribution wherever he did business. He wanted to get the most money for his pictures."

Bromley and former New York State Appellate Judge Ferdinand Pe-

(*Continued on page* 4)

BMI Sets Program To Win Theatres

Efforts to win the cooperation of theatres in accepting the new licensing fees of Broadcast Music, Inc., will get under way shortly.

Through correspondence and meetings, BMI will promote its licensing program, which goes into effect on Jan. 1. BMI will stress the comparative lower cost of its service as compared to ASCAP, it was explained, in addition to pointing out the wide selection of BMI active copyrights. It was indicated that initially

(*Continued on page* 4)

Thomas Will Handle Moropticon in West

Harry Thomas, veteran distributor, will act as director of West Coast sales for Moropticon, the new one-track 3-D projection system, announced Al O'Keefe, Pola-Lite distribution vice-president who heads the national Moropticon sales organization. Thomas flew in from California to conclude arrangements with O'Keefe and Matthew Fox, Pola-Lite board chairman.

Thomas will make his headquarters

(*Continued on page* 4)

Personal Mention

EVERETT C. CALLOW, advertising-publicity head of Stanley Warner theatres in Philadelphia, is recuperating at the Presbyterian Hospital in that city.

•

CLAYTON PANTAGES, 20th Century-Fox salesman in the Albany district, and MRS. PANTAGES, are the parents of a son born at Brady Memorial Hospital in Albany.

•

SAM PINANSKI, president of American Theatres Corp., was reelected president of the Hebrew Free Loan Society at its annual meeting held in Roxbury, Mass.

•

LOREN L. RYDER, head of Paramount Pictures sound engineering department, returned to Hollywood by plane last night from New York.

•

LARRY GRABURN, formerly advertising-publicity director of the Odeon circuit of Canada, arrived here yesterday from Toronto.

•

JOHN DAVIS, vice-president of the J. Arthur Rank Organization, has returned to London from New York.

•

A. M. KANE, Paramount Pictures South Central division manager, is in New York this week from Dallas.

•

BOB JOHNSON, chief booker for Smalley Theatres, was in Albany, N. Y., from Cooperstown.

•

LUDWIG CHARELL, director, has arrived here from Europe.

Seek Copyright Law Change for 'Jukes'

Following disclosure in Washington yesterday by Sen. Pat McCarran that he would press for the enactment by the Senate of his measure rescinding the juke box exemption in the present Copyright Law, Stanley Adams, president of ASCAP expressed his readiness to meet with others to attempt to resolve differences in the proposed legislation.

"It seems to me," said Adams, "that Senator McCarran is on the right road toward correcting a long-standing injustice to composers and authors. As president of ASCAP I have at all times indicated our readiness to meet with other segments of the music industry in an attempt to reconcile any differences that exist."

American Airlines Has a New Service

American Airlines, Inc., has inaugurated a regular non-stop passenger, mail and express service from Coast-to-Coast in both directions with its new 365-mile-an-hour Douglas DC-7 airliners.

Three of the giant 60-passenger planes raced between New York and Los Angeles with revenue passengers on schedules which call for flights of 7 hours and 15 minutes Eastbound and 7 hours and 55 minutes Westbound.

Stanley Kramer Co. Ceases Operations

HOLLYWOOD, Dec. 1.—Cessation of all of its activities was announced here today by the Stanley Kramer Co. in a statement issued by its board members, George Glass, Sam Katz and Kramer. The delivery to Columbia Pictures of "The Wild One" and "The Caine Mutiny," Kramer's last two pictures, marked the end of the company's operations, temporarily, at least.

Kramer, Glass and Katz will announce their future plans at a later date, it was said.

Kramer indicated he is considering two distribution offers for pictures he intends to produce independently at the rate of three pictures in two years.

Formed Firm in 1949

In association with Glass, Kramer formed his company in 1949, having previously headed Screen Plays, Inc. His production credits include "So This Is New York," "Champion," "Home of the Brave," "The Men," "Cyrano de Bergerac," "Death of a Salesman," "High Noon," "My Six Convicts," "The Sniper," "The Four Poster," "The Happy Time," "Eight Iron Men" and "The 5,000 Fingers of Dr. T."

Industry sources close to Stanley Kramer in New York said yesterday that they believed he would continue production on an independent basis in the near future. Cessation of production activities by the Kramer company was regarded as a temporary stoppage as a result of the termination of his Columbia releasing arrangement. Prior to the Columbia affiliation, Kramer distributed through United Artists.

Schwartz to Inspect S. American Projects

Sol A. Schwartz, president of RKO Theatres, with Mrs. Schwartz, will leave here for a combination business and vacation trip to South America on Saturday, Dec. 12, during which they will celebrate their 25th wedding anniversary. Mr. and Mrs. Schwartz will be gone about a month and will visit the principal cities of Peru, Chile, Argentina, Uruguay and Brazil.

Schwartz stated yesterday that with the full encouragement of RKO Theatres' chairman of the board, Albert A. List, and in line with the company's new policy of expansion, he is planning to look into the possibilities of new ventures in those five countries.

Will Hold Burstyn Rites Here Sunday

Funeral services for Joseph Burstyn, foreign film distributor who died on a plane enroute to Paris on Sunday, will be held at the Riverside Chapel here at 11:00 o'clock Sunday morning. Bosley Crowther, motion picture critic for The New York "Times," will deliver the eulogy.

Burstyn's remains are due here from Shannon, Ireland, tomorrow. Death is said to have been due to coronary thrombosis.

Heineman and Kranze U.A. Drive Captains

William J. Heineman, vice-president of United Artists in charge of distribution, and B. G. Kranze, general sales manager, have been named co-captains of the company's 35th anniversary sales drive honoring U.A. president Arthur B. Krim.

The drive, in which all United Artists branches in the U. S. and Canada are competing, began on Nov. 15 and will end on May 15.

MGM Unveils Its Own 'Hall of Fame'

M-G-M's "Hall of Fame" was unveiled here yesterday at the executive offices of Loew's International Corp. by Morton A. Spring, first vice-president.

The "Hall of Fame," originated at the suggestion of Arthur M. Loew, president, honors the outstanding box-office star, the most successful M-G-M manager, and the most alert and showmanly exhibitor of the year.

Three Honored

For 1952, honors have been awarded to Robert Taylor as "Star of the Year"; M-G-M manager Bronislau Landau (formerly of Israel and now in Singapore), as distributor, and Giovanni Germani of Florence, Italy, as exhibitor.

Robert Taylor was proclaimed for his box-office returns throughout the world. The choice of Landau was based largely on his leadership of the M-G-M office in Israel to first place over all other M-G-M offices in the annual quota drive. Germani was named exhibitor of the year over the nominees of other M-G-M offices after having been chosen to represent Italy by Lee Kamern, M-G-M manager.

Theatre Men Protest Tax in Harrisburg

HARRISBURG, Pa., Dec. 1.—"Careful consideration" is being given by the City Council here to a request by a group of theatre managers for the abolition of the eight per cent city tax on theatre admissions. The managers declared that they have been "in the red" since last spring and that ending of the tax might enable them to break even financially.

The tax adds approximately $140,000 yearly to the city treasury.

Kate Cameron Heads N. Y. Film Critics

Kate Cameron, film critic of the New York "Daily News," yesterday was named chairman of the New York Film Critics at a meeting held in the headquarters of the American Newspaper Guild. Frank Quinn, of the "Daily Mirror," was named vice-chairman and Joe Pihodna, of the "Herald Tribune," secretary.

The organization's balloting for the best actor, director and foreign-language film will be held Dec. 28.

Thomas Again Heads Cinerama; Cooper Post Vacated

Lowell Thomas yesterday was reelected president of Cinerama Productions, Inc., following the company's annual stockholders meeting at the Gotham Hotel here. The only change in the executive line-up of the company was the resignation of Merian C. Cooper as vice-president in charge of production, a post considered superfluous by the company for the present. Cooper remains on the board of directors.

Stanley Warner, which purchased the Cinerama production-exhibition rights, is now engaged in the filming of Cinerama product, it was explained.

Other officers elected were: Theodore R. Kupferman, vice-president and secretary; Ira S. Stevens, treasurer and assistant secretary; Irving N. Margolin, assistant treasurer.

Reelected to the board, in addition to Cooper, were: Louis B. Mayer, chairman, Alger B. Chapman, Paul W. Kesten, Thomas L. Perkins, Dudley Roberts, Jr., Milo J. Sutliff and Thomas. The board also elected an executive committee consisting of Perkins, chairman, Chapman, Kesten and Thomas.

A company representative said that the reelection of the board was unanimous, with 80 per cent of the 984,000 shares outstanding represented either by proxy or by person.

Seek Yardstick for Single-Track Test

Proposals on how to conduct the projected test of the single-track version of CinemaScope have been thrown into the laps of national exhibitor organizations by 20th Century-Fox.

At a meeting of top 20th-Fox executives and officials of Allied and the Theatre Owners of America, the two organizations were asked to define the yardstick on how to judge the effectiveness of "The Robe" without stereophonic sound, it was stated. A 20th-Fox official explained the company felt there should be agreement on whether the yardstick in the projected tests should be business at the box-office, critical acclaim, or other measuring means.

Representing 20th-Fox at the session were Spyros P. Skouras, president; W. C. Michel, executive vice-president; William C. Gehring, executive assistant general sales manager; Charles Einfeld, vice-president, and Earl Sponable, research director.

Wilschke in Hospital; Rademacher Subbing

Hospitalization of E. O. Wilschke, operating manager of Altec Service Corp., has resulted in the designation of A. J. Rademacher as acting operating manager. Rademacher, long-time assistant to Wilschke, took over his chief's duties yesterday and will continue until Jan. 1.

Wilschke will undergo surgery at Overlook Hospital in Summit, N. J.

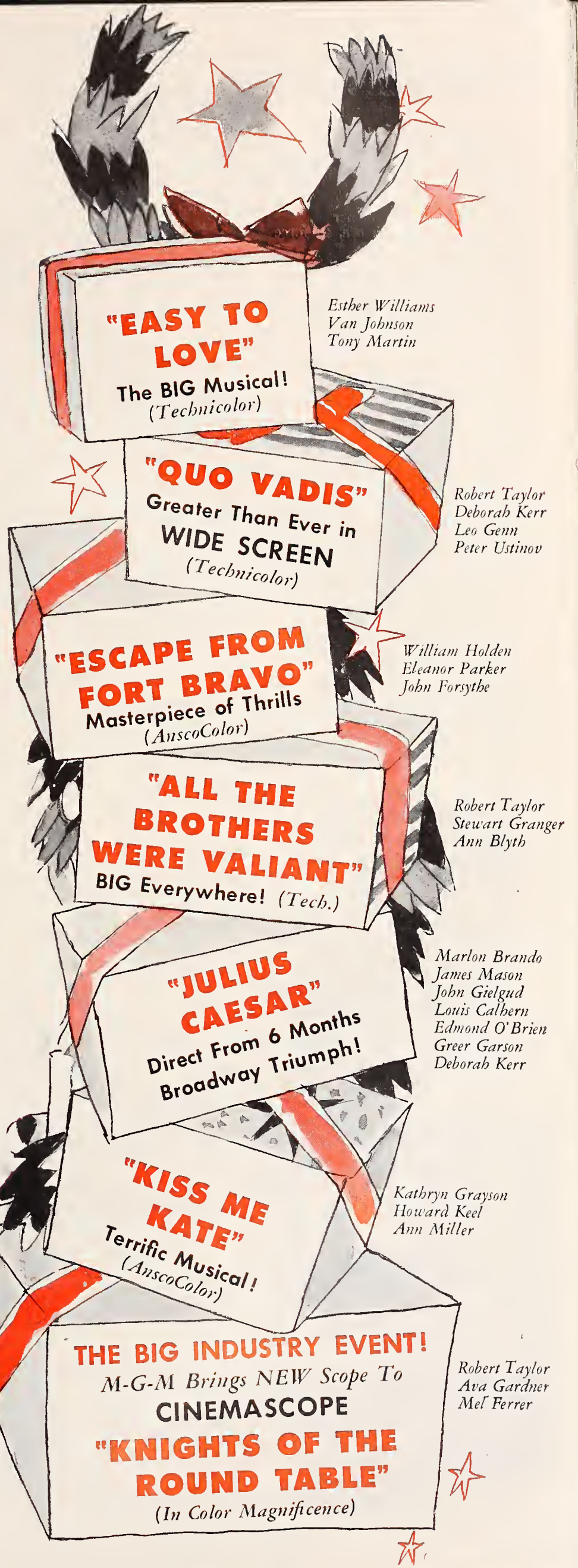
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M-G-MERRY CHRISTMAS!

M-G-MONEY NEW YEAR!

A wealth of great entertainment for all needs. BIG PICTURES NOW and lots of BIG ONES on the way. Year after year after year THE FRIENDLY COMPANY is the DEPENDABLE COMPANY!



Crest Case

(*Continued from page* 1)

cora argued this point and others for an hour and a half today as the court concluded argument on the Crest Case. The case was brought by Theatre Enterprises, Inc., owner of the Crest Theatre in Baltimore, to force the eight distributors to license first-run films to the Crest. Philip Perlman, former Solicitor General, argued for Crest for an hour yesterday, and today another former Justice Department official, Holmes Baldridge, concluded the case for Crest.

Taken Under Advisement

At the conclusion of argument, the Justices, all of whom were present, took the case under advisement. A decision is expected early next year. Both the District and Circuit courts acquitted the distributors.

Picking up Bromley's remark that the distributors chose downtown theatres for first-run exhibition as a good business measure, Justice Frankfurter declared that it seemed to him there was a good deal of evidence that each distributor "chose to be separately tied" to national policy. "They're hanging separately but not together," Frankfurther said. "What evidence is there in the record to show that this is not so?"

Bromley replied that each distributor had been cross-examined at the District Court trial in Baltimore and that each had said his goal "was to make money." The distributors told the District Court that exhibiting first-run pictures in downtown theatres was the best way to make money, Bromley said.

Time Element Cited

Pecora concentrated his argument on the admissibility of the Paramount case decrees into the District Court trial, arguing that the Paramount case "could have had no impact" on the Crest case since "Crest was not on the face of the earth" until 1949 and the Supreme Court decision in the Paramount case was handed down in 1948.

When Baldridge took over for Crest, he was attacked by Justice Jackson, who claimed that counsel for Crest had presented to the lower court judge requests that were in the context of a criminal suit, and not a civil suit, which the Crest suit was. "In this kind of litigation," Jackson said, "counsel should present to a judge a request that could be granted. In this case counsel did not present to the judge anything that he could grant."

During all of Baldridge's concluding argument he was questioned repeatedly by Frankfurter, and to a lesser extent by Chief Justice Warren and Justices Minton and Reed, on the question of conspiracy and on the admissibility of the Paramount case decrees. Baldridge said the distributors could have introduced evidence to prove the absence of any conspiracy. He also maintained that the Paramount decrees should have been introduced at the opening of the trial and not just before it closed, which was when the District Court judge permitted them to be entered as evidence.



Review

"Forbidden"

(*Universal*)

FANS of Tony Curtis should be happily diverted by this modern-day romance laid in the Portuguese port of Macao off the China coast. Co-starred with Joanne Dru, Curtis and Miss Dru, too, portray slightly tarnished characters who move through a world of gunmen, smugglers and international racketeers and emerge triumphant in virtue in the final fadeout. It is standard melodrama, done with a glossy polish and featuring more than adequate amounts of carefully contrived suspense and action.

Curtis is seen as the hireling of a Philadelphia mobster who is sent to Macao to persuade Miss Dru to return to the States. The lady, who also just happens to be Curtis' old girl friend, is the widow of another mobster and has in her possession documents which could send the Philadelphia boy to prison for close to 1,000 years.

In Macao, Curtis finds Miss Dru the "house guest" of Lyle Bettger, a smooth talking cafe owner who supplements his income by various big time smuggling deals. The bitterness that marks the first encounter of the former lovers soon turns to passion and they make plans to run away, only to be caught up by their past, another Philadelphia gunman, and the present, Bettger and his hoods. The climax is an all-out fist fight aboard a freighter, topped by the spectacular explosion of the ship just after Curtis and Miss Dru make their getaway. It then is understood they will return to the States for a cleaner, happier life.

The screenplay by William Sackheim and Gil Doud, based on a story by Sackheim, is heavier on incident than on credibility. Ted Richmond produced and Rudolph Mate directed.

Supporting the stars are Victor Sen Yung, as a Yale-educated, Chinese piano player, whose philosophy and help is instrumental in bringing the young lovers together; Marvin Miller, as a dour Philadelphia gunman; Peter Mamakos, as Bettger's strong arm, and Mai Tai Sing, as a pretty bit of Macao flotsam.

Also in the cast are Alan Dexter, David Sharpe, Howard Chuman, Weaver Levy and Harold Fong.

Running time, 85 minutes. General audience classification. For January release.

BMI Program

(*Continued from page* 1)

the promotion program will be a missionary one in order to establish the principle of theatres paying for BMI music, and the acceptance of BMI as an alternative service.

A BMI spokesman estimated that the organization has a field staff of about 22, covering every area of the U.S. It was indicated, however, that no steps have been taken to use this field staff as a theatre "policing" organization.

3 Ohio Houses Reopened

CLEVELAND, Dec. 1.—Three theatres in this area, closed since spring, have reopened. In this city, the Lower Mall Theatre has resumed its foreign-picture policy. In Youngstown, the Lincoln is again being operated by Charles Thomas, while in Lima, Floyd Peterson has taken over and reopened the Lincoln.

Maas to Aid

(*Continued from page* 1)

er Cowdin, formerly head of the agency's motion picture division, remains unfilled.

It was learned that Streibert asked the approval of Eric Johnston, MPEA president, before calling upon Maas to aid the USIA, citing Maas's long experience in the handling of films abroad. Following Johnston's okay, Maas consented to take the job, which initially is expected to keep him in the nation's capital until the first of the year. Maas is then due to take his projected trip to the Far East and may resume his work in Washington as a consultant following his return from abroad.

'U' Dividend

(*Continued from page* 1)

share paid on Universal's common this year.

Decca Records, as holder of approximately 60 per cent of the 999,306 common shares of Universal outstanding, will receive current dividends amounting to nearly $450,000, and a total for the year of approximately $750,000.

The 75-cent dividend is payable on Dec. 22 to stockholders of record on Dec. 12.

Rose to Pathe 'Lab' As European Agent

Ben Rose, formerly European representative for Eagle-Lion Films, has joined Pathe Laboratories in the same capacity, it was disclosed yesterday by James L. Wolcott, executive vice-president of Pathe.

The first project of Rose will be to implement the recent agreement for the exchange of processing facilities by Pathe and Denham laboratories of London.

K-MTA Meet

(*Continued from page* 1)

area organization to work for repeal of the federal admissions tax.

Myron Blank, president of Central States Theatre Corp., spoke at yesterday's luncheon, outlining research results in the industry, and Robert Livingston and Don Hults spoke on the tax repeal prospects and procedures.

The afternoon was devoted to presentation, explanation and demonstrations of new equipment and processes.

The Filmack reel, "Courtesy Is Contagious," was shown, and the association voted to buy a print for renting to association members.

Walter Reade, Jr., president of TOA, will be the chief speaker at Wednesday's luncheon and banquet. On Wednesday, also, the new equipment and processes will be discussed in open forums.

Thomas-Moropticon

(*Continued from page* 1)

in Hollywood and will coordinate sales efforts by National Film Service, the Pola-Lite-Moropticon distributor, in West Coast states.

O'Keefe and Thomas left here yesterday for Chicago to conduct the third exhibitor demonstration there today at the Century Theatre, with 350 Midwest exhibitors present. Richard Morros, head of the Moropticon demonstration teams, and Herbert Berg, advertising-publicity chief, are already in Chicago, making preparations with Charles Cooper, National Film Service Illinois representative.

Chicago Board Scans 97 Films; Passes All

CHICAGO, Dec. 1.—Of a total of 487,000 feet of film reviewed last month by the Chicago Police Censor Board, comprising 97 pictures, none was rejected, one was pink-slipped for adults, and six sequences were cut. Foreign product made up 27 of the entries.

The city tax collector's report for November, on the previous month's theatre receipts, shows an increase of 11 per cent for October, 1953, over the same month of a year previous. Theatres last October paid $105,096 to the city in taxes, while for the same period in 1952 exhibitors paid out $88,957.

Republic Dividend

A dividend of 25 cents per share on preferred stock, payable Jan. 2 to stockholders of record on Dec. 15, was declared yesterday by the board of directors of Republic Pictures.



National Pre-Selling

"THE MOVIES MAKE a great dancing show out of 'Kiss Me Kate'" says the motion picture editor of "Life." "By taking a 359-year old script by Shakespeare, and Cole Porter's five-year-old smash hit musical, M-G-M has turned out a splashy color movie, 'Kiss Me Kate.'"

"With a plot still based on 'The Taming of the Shrew,' it has kept the wonderful Porter tunes and added a quartet of violently successful dance numbers. And just in case this might not take it out of the class of ordinary filmusicals, 'Kate' is also the first prestige film to be made in 3-D as well as flat."

•

"'Walking My Baby Back Home,'" reports Phil Hartung in the "Woman's Home Companion's" December issue, "is a story of Donald O'Connor and his buddies who made such good music in service that he tries to keep his band together after the war. He has no trouble getting Janet Leigh to join them.

"Both Donald and Janet have talent and pep and they give their all in gay musical numbers that keep this comedy moving at a fast pace."

•

"'So Big,'" reports Ed Miller in "Seventeen's" December issue, "is adapted from Edna Ferber's endearing novel about a woman (Jane Wyman) who meets life on its own terms. There's an overabundance of material, the philosophy seems a little quaint today; it's just right for a good 'cry,' with Sterling Hayden."

In the same issue Maureen O'Hara is spotlighted in a full page ad which calls the reader's attention to "War Arrow," and advertises "Playtex" products.

•

"The Long, Long Trailer," starring Lucille Ball and Desi Arnaz, is recipient of a full page with many photos in full color in "American Weekly's" Nov. 29 issue.

The photos were taken on the production set, one showing Desi singing in the trailer's shower bath.

After the picture was finished, Lucille and Desi went right out and bought their own trailer, replete with tiled kitchen, bath and nursery for their two children.

•

"Act of Love," was represented by a full page four-color caricature in "Pictorial Review's" Nov. 29 issue. The caricature was drawn by Jacques Kaprolik and appeared on the front cover.

•

"The Actress" co-star, Jean Simmons, has many pages devoted to her biography in the current issue of "Look." Photographs taken at the studio and at home with her husband Stewart Granger highlight the profile.

•

"The Captain's Paradise," "Decameron Nights" and "The Big Heat" are reviewed by Florence Somers in "Redbook's" December issue.

•

"Kiss Me Kate," "Paratrooper," "The Joe Louis Story" and "Calamity Jane" are reviewed in the January issue of "Modern Screen."

WALTER HAAS

Tape Recorded Sight

(Continued from page 1)

matter of time, perhaps two years, before the finishing touches will bring the system to commercial reality."

He said that its "great possibilities" are "first for television broadcasting, and later, for national defense, for the motion picture and theatre industry, for industry in general, for education and for home entertainment."

"According to our present estimates," Sarnoff said, "the cost of recording a color television program on magnetic tape would be only five per cent of what it would cost to put it on color film, since the tape can be re-used.

"Magnetic tape requires no chemical processing. The pictures can be viewed the instant they are taken, which adds new flexibility in making motion pictures. An unlimited number of copies of magnetic tape recordings can be made quickly. Recorded tapes can be preserved indefinitely or, if desired, can be electronically 'wiped off' and re-used again and again."

Valuable for Newsreels

"It will speed the preparation of newreels," Gen. Sarnoff said. "The tape would not have to be sent away for processing with its attendant delays and extra costs."

In today's demonstration, a color television program originating in NBC's studios in Radio City, New York, was beamed by radio microwave across the 45-mile span to RCA's David Sarnoff Research Center here.

This program was seen as it arrived. At the same instant, RCA's tape recording system recorded the television picture on a strip of magnetically coated plastic tape as thin as paper, and one-half inch in width. During part of this transmission, both the live program from the microwave radio relay and an immediate playback of the magnetic tape recording were shown.

Played Back Immediately

As soon as the tape reel was rewound, it was played back and the recorded television pictures appeared on two RCA color television receivers which were viewed by press representatives who witnessed the demonstration.

In the first part of today's demonstration, previously recorded magnetic tapes were run through the equipment. This phase included the reproduction of both black-and-white television pictures and color television pictures that had been beamed over the same New York-to-Princeton microwave link at an earlier date.

The same apparatus handled both the recording and playback of the tape for both the color and black-and-white tests. The experimental equipment was developed by a seven-man team of RCA research engineers consisting of Dr. Harry F. Olson and William D. Houghton, who head the development program, and Maurice Artzt, J. T. Fischer, A. R. Morgan, J. G. Woodward and Joseph Zenel.

MGM's 30th

(Continued from page 1)

ger, named "jubilee" captain by Reagan, will soon make a tour of all branch offices to obtain first-hand reports on the projected sales program.

There will be 10 Jubilee pictures for the 30th anniversary event, headed by M-G-M's first two CinemaScope productions, "Knights of the Round Table," starring Robert Taylor, Ava Gardner and Mel Ferrer, and "Rose Marie," starring Ann Blyth, Howard Keel and Fernando Lamas.

Others are "The Long, Long Trailer," with Lucille Ball and Desi Arnaz as stars; "Saadia," starring Cornel Wilde, Mel Ferrer and Rita Gam; "Give a Girl a Break," starring Marge and Gower Champion and Debbie Reynolds; "Rhapsody," starring Elizabeth Taylor, Vittorio Gassman and John Ericson; "Flame and the Flesh," starring Lana Turner, Pier Angeli and Carlos Thompson; "Tennessee Champ," starring Shelley Winters, Keenan Wynn and Dewey Martin; "Gypsy Colt," starring Ward Bond and Donna Corcoran, and "The Great Diamond Robbery," starring Red Skelton and Cara Williams. All except the latter are in color.

Barnett to Speak

Herbert Barnett, president of the Society of Motion Picture and Television Engineers, will be the principal speaker at the convention of the Motion Picture Theatre Owners of Mississippi, Tennessee and Arkansas in Memphis, Dec. 7-9.

News Strike Effect

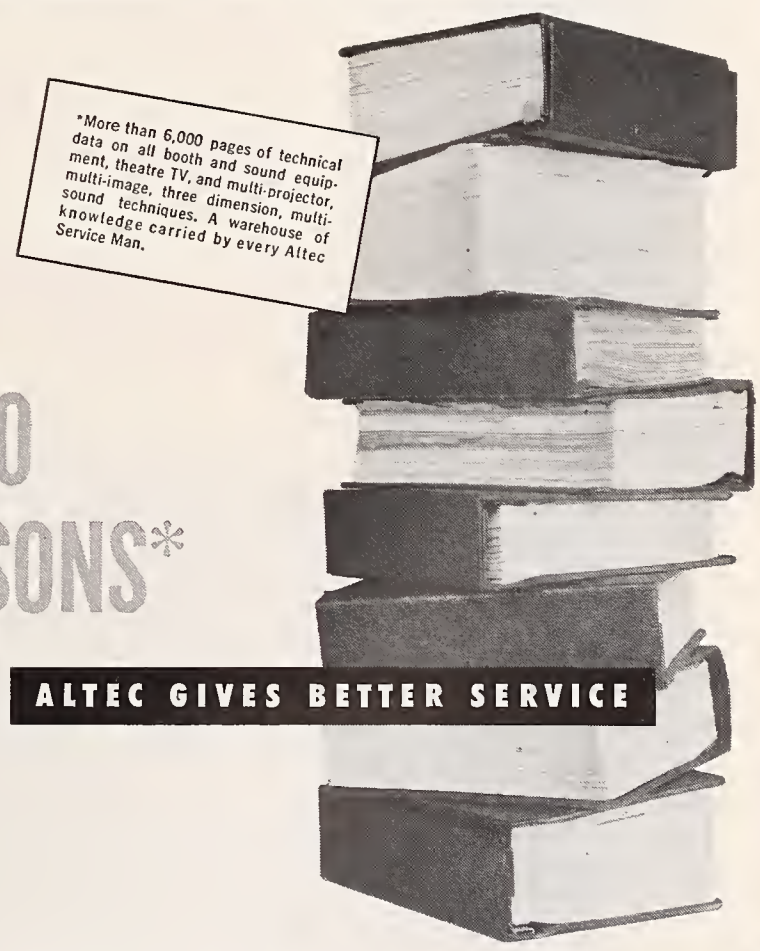
(Continued from page 1)

ber of theatremen told of difficulties in buying choice time on radio and television. They complained that department stores in the New York area have virtually sewed up choice time for spot announcements. However, other theatre executives who placed their radio and TV orders at the weekend, said they had no trouble in buying spots.

With the apparent tightening up of radio and TV time, most theatremen were in agreement in expressing the hope that the strike would end shortly. Least affected, according to the concensus of opinion, are holdovers. However, heralding new product without the use of newspaper display advertisements will present more of a problem, it was pointed out. Such a situation is faced by the Loew's neighborhood circuit which has a new picture opening tomorrow; likewise the Paramount on Broadway and Radio City Music Hall. The Paramount, with "Hondo" set to open on Saturday, plans to buy radio and TV spots, while the Hall reports that its Christmas show which bows in tomorrow with "Easy to Love" appears to be pulling in reservations.

Jan. 4 Deadline for 16mm Interrogatories

HOLLYWOOD, Dec. 1. — The deadline for returning of the interrogatories in the government's 16mm conspiracy case against 12 defendants today was moved back to Jan. 4th to allow Republic Pictures time to complete statistical work entailed in answering the final two questions.



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FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 74. NO. 106 NEW YORK, U.S.A., THURSDAY, DECEMBER 3, 1953 TEN CENTS

As in U. S.

UK Exhibitors Resist Stereo With C'Scope

Weigh Protest to 20th With Skouras in London

By PETER BURNUP

LONDON, Dec. 2. — Spyros Skouras, 20th Century-Fox president, ran into the same type of exhibitor opposition to installation of stereophonic sound for CinemaScope presentations on his arrival here from New York that he had just left behind him in the States.

Skouras is making a 48-hour visit here prior to attending the Paris premiere of "The Robe" in CinemaScope Friday night. He met with 20th-Fox sales executives to report on performance of CinemaScope to date and to outline the company's plans for its immediate future.

No official statement was issued by Skouras or the company here up to late today but British exhibitors are fervently hoping that their strong opposition to stereophonic sound being made an integral part of any deal for CinemaScope presentations has

(*Continued on page* 4)

Order Interrogatories In Coast 'Trust' Suit

HOLLYWOOD, Dec. 2. — Federal Judge Ben Harrison, conducting pretrial hearings in the anti-trust suit by Hawaii Theatre, Inc., against major distributors, today signed an order directing the defendants to file interrogatories by Dec. 31 giving the negative cost of all feature pictures released in the Los Angeles exchange area between May, 1940, and September, 1951, together with all film license grosses and the total number of billings for each picture.

UA Sets Up 3 Groups For Sales Drive

All United Artists branches in the United States and Canada competing in the company's 35th anniversary sales drive in honor of U.A. president Arthur B. Krim have been classified into three groups for the duration of the six-month drive, each group con-

(*Continued on page* 6)

Reade Urges Exhibitors to Revalue Their Policies

KANSAS CITY, Dec. 2.—Walter Reade, Jr., president of the Theatre Owners of America, today called upon U. S. exhibitors to revaluate their policies of operations and to improve the merchandising of pictures. Speaking at the annual convention of the Kansas-Missouri Theatre Association here, Reade said that the new dimensions in projection and sound were merely added attractions and should be treated as such.

Admitting that the innovations of the past year have been a boost for the industry, Reade asserted that they were not "miracle drugs or jet-propelled hypos." He contended that "we must not lose sight of the basic principles that have made motion pictures and their exhibition the greatest mass entertainment in the world—a beautiful and comfortable showcase, sound operation, good pictures and the proper merchandising of those pictures."

Officers elected by the association today are: President, Leo Hayes, Marshall, Mo.; vice-president, H. B. Doering, Garnett, Kans.; secretary, Earl E. Jameson, Jr.; treasurer, Frank Weary, Sr., Richmond, Mo. Directors reelected are Elmer Bills, Dale Danielson, Glen Hall, Virgil Harbison, Calvin Strowig, Lauren Turner, Frank Weary III, and Ken Winkelmeyer. New directors are Ed

(*Continued on page* 4)

Trade Press Value Stressed by Reade

KANSAS CITY, Dec. 2.—"Interest yourself daily in the trade press and industry bulletins and put that information to work in your behalf," Walter Reade, president of the Theatre Owners of America, said here today at the Kansas-Missouri Theatre Association convention.

Reade further urged exhibitors to "demonstrate your faith in our business by putting your money where your mouth is; determine what you think is the right policy and stick to it; study and understand the philosophy of doing business under our system of production, distribution and exhibition; become more active in your local and national exhibitor associations and resist the cynics from within and the detractors from without."

Conferences Here on M-G-M's 'Jubilee'

Plans for the "30th Anniversary Jubilee" of M-G-M will be completed at conferences next week between Howard Dietz, director of advertising and publicity, and Howard Strickling, studio publicity head, who is due here from the Coast on Monday. The "jubilee" will get under way on Jan. 1 and will continue for 17 weeks until Apr. 29. Strickling plans to remain here as long as is necessary to work out plans for the campaign with various departmental heads and associates participating in the event.

Kalmus Sees Gains From Sight-on-Tape

HOLLYWOOD, Dec. 2. — Two principal effects of the electric recording of pictures on tape, when developed to the final state, will be "first, to reduce the amount of photographic film that will be used in the television industry; second, to introduce the supplemental recording of theatrical motion pictures on magnetic tape which can be immediately viewed by the di-

(*Continued on page* 6)

Attack Rates of Ohio Film Trucker

COLUMBUS, O., Dec. 2. — Discrimination in rates charged by the Huntington-Cincinnati Trucking Lines among Ohio theatres was charged in a hearing before the State Public Utilities Commission. Nine Ohio theatremen testified at the hearing. The Independent Theatre Owners of Ohio is seeking a commission ruling interpreting the rates and to establish that film shipments are intra-state commerce. The carrier, claiming that such shipments are interstate commerce, has no rates for points between Ohio cities.

Witnesses included John Gentile, Cincinnati, Paramount salesman; L. J. Hofheimer, Columbus; Paul R. De-

(*Continued on page* 4)

TOA Board Meet Jan. 31-Feb. 2

The mid-winter board and executive committee meeting of the Theatre Owners of America has been set for Jan. 31-Feb. 2 at the Mayflower Hotel in Washington.

To Test Act

Appeal Filed In the Hillside Rentals Case

Application of Federal Act Involved in Action

The Hillside Amusement Co., operator of the Mayfair Theatre, Hillside, N. J., has filed a notice of appeal in U.S. Federal Court here from the dismissal of its suit against major companies and theatres formerly operated by Warner Brothers which charged violation of the Robinson-Patman Act. The deadline for the filing is today, 30 days from the date on which Judge Sidney Sugarman had entered his judgment in the action. The suit was tried last June.

Arthur Fink, attorney for the plaintiff, said here yesterday that the appeal would be based on the same grounds as in the original case. He added that it seems probable that it will come up for a hearing in about two months.

Jack Unger, who operates the Hillside Mayfair, had charged that Warner houses had obtained better rental terms for identical product. Under the Robinson-Patman Act, it is unlawful to discriminate between customers on prices for commodities of

(*Continued on page* 6)

BOT Holds Talks With Pa. Allied

Negotiations are underway with officials of the two Allied units in Pennsylvania to represent Box Office Television in Eastern and Western portions of the state.

Representing the Allied units in the negotiations are Sidney Samuelson, president of Allied Theatre Owners of Eastern Pennsylvania, of Philadelphia, and Harry Hendel, executive secretary of Allied Theatre Owners

(*Continued on page* 6)

Kalmine, Benjamin FJP Co-Chairmen

Robert S. Benjamin, chairman of the board of United Artists, and Harry Kalmine, general manager of Stanley Warner, have been named co-chairmen of the Amusement Division of the Federation of Jewish Philanthropies of New York by Harry

(*Continued on page* 6)

Personal Mention

JOSEPH H. MOSKOWITZ, 20th Century-Fox vice-president and Eastern studio representative, will return to New York today from Europe.

•

CHARLES SIMONELLI, Universal Pictures Eastern advertising and publicity department manager, and JEFF LIVINGSTON, Eastern advertising manager, have left Chicago for Hollywood.

•

GEORGE L. PUGH, group manager for the Schine Circuit in the Glens Falls, N. Y., area, has resumed his duties following hospitalization.

•

LEW SCHREIBER, executive assistant to DARRYL F. ZANUCK, production head of 20th Century-Fox, has arrived here from the Coast.

•

R. P. DAVIS, one of the industry veterans in Atlanta, has returned there as special sales representative for Columbia.

•

TEET CARLE, Paramount Pictures studio publicity manager, will return to Hollywood from New York on Saturday.

•

GEORGE SCHWEIG, Columbia International manager for Trinidad, is in New York from the B.W.I. for a vacation.

•

E. Z. WALTERS, Altec Service Corp. comptroller, has arrived in New York from Beverly Hills.

•

P. T. DANA, Universal Pictures Eastern sales manager, has returned to New York from Buffalo.

•

GEORGE ROSCOE, Columbia Pictures branch manager in Atlanta, has returned there from Florida.

Variety International Gets College Award

STEUBENVILLE, O., Dec. 2.—This year's Poverello Medal, the highest non-academic award made by the College of Steubenville, will be bestowed upon Variety Clubs International in recognition of that organization's assistance and contributions to civic and charitable movements and for its humanitarian activities designated to alleviate the misfortunes that befall the underprivileged child.

The award will be presented here on Sunday at the Founders Day Dinner and will be accepted by John H. Harris, circuit operator and "Big Boss" of Variety Clubs International.

Hamilburg Office Here

HOLLYWOOD, Dec. 2. — The Mitchell J. Hamilburg Agency will open New York headquarters at 444 Madison Ave. on Monday, with Marvin Sugarman in charge.

Codeless 'Paradise' At NT Coast House

HOLLYWOOD, Dec. 2.—National Theatres' Ritz is running "The Captain's Paradise" without a Production Code Administration seal. The United Artists release had been given a tentative seal, pending requested eliminations, but when the cuts allegedly were not made, the seal was withdrawn.

William Heineman, general sales manager of United Artists, said here yesterday that no policy on the picture had been determined as a result of the withdrawal of the PCA code from "The Captain's Paradise." The picture, produced in England, originally was a Lopert Films importation and UA took it over under a deal whereby it acquired several of Lopert's pictures.

The Maryland State Censor Board banned the picture recently after the PCA had withdrawn its seal. The picture has been aimed primarily at "art" theatres, the Ritz in Los Angeles being in that category.

Colborn, List Aide, Put on RKO Board

Theodore R. Colborn, a legal associate of Albert A. List, who recently acquired controlling stock interest in RKO Theatres, has been elected a director of RKO.

The election took place at a meeting of the board of directors held here yesterday. Colborn's election expands the board to seven members, with List directly represented by three: himself, Dudley G. Layman, a business associate, and the newly-named member.

Colborn, a counsel for List, was identified as a partner in the law firm of Jones, Day, Cockley & Reavis of Cleveland, and was said to have had extensive experience in corporate, financial and tax matters. Other members of the board are: David J. Greene, A. Louis Oresman, Edward G. Raftery and Sol A. Schwartz.

Murphy to Address Exhibitors for MGM

HOLLYWOOD, Dec. 2.—George Murphy, representing the M-G-M studios, will deliver an address in Oklahoma City on Tuesday at the 36th annual convention and trade show of the Theatre Owners of Oklahoma, to be held at the Biltmore Hotel there starting Monday.

Murphy is also scheduled to address the MPTO of St. Louis, Eastern Missouri and Southern Illinois at its annual convention at the Sheraton Hotel, St. Louis, Dec. 14-15. Mike Simons, M-G-M's director of customer relations, will also attend both meetings.

Shelton Acquires Film

William C. Shelton, president of Imperial Film Distributors of America, and U. S. representative of producer Paul Graetz, has signed a distribution agreement with Franco London Films for the American rights to "Le Ble en Herbe," from the pen of the French novelist, Colette.

'Millionaire' Tops a Million in 41 Dates

Twentieth Century-Fox's "How to Marry a Millionaire," in CinemaScope, has passed the $1,000,000 gross mark in its first 41 domestic playdates, the company reported here this week. A new opening week record of $40,400 was set at the United Artists Theatre in Detroit.

Holdovers were reported in Houston, New Orleans, Albany, Memphis, Washington, Cleveland, Dallas, Syracuse, Buffalo, Pittsburgh, Boston and Los Angeles.

$11-Million from Brazil in A Week

At least $11,000,000 is expected from Brazil in remittances within a week, it was learned here from the Motion Picture Export Association.

The remittances represent frozen funds due member MPEA companies over a period of years and the estimated $11,000,000 payment would clean up Brazil's indebtedness to MPEA member companies, it was stated.

According to reports from Rio de Janeiro, assurances have been given to Robert J. Corkery, assistant MPEA vice-president now in the Brazilian capital, that the payment would be made within a week. The assurances were said to come from "highest government officials." Brazil has already paid between $5,000,000 and $6,000,000 on its indebtedness.

The Brazilian report came as Corkery planned to leave for Argentina where he will seek to implement a film agreement. Although a pact with Argentina had been signed by Eric Johnston, MPEA president, three years ago, Argentina has failed to remit any money to MPEA companies, incurring an indebtedness estimated up to $3,300,000.

AA's 'Dragonfly' in 3-D, 2-D Versions

Allied Artists will release "Dragonfly Squadron" in both 3-D and conventional versions, Morey Goldstein, general sales manager, said here yesterday.

Goldstein explained that the picture was shot in three dimensions and when interest in 3-D appeared to be on the wane, it was decided to release only the 2-D print. With the revived interest in three-dimensional pictures, the company now has arranged to make the version optional with the exhibitor.

Palace to Make One Film Yearly in N. Y.

Under a policy of producing and distributing one picture a year, each to be made in New York, Palace Productions' first film, "Violated," has been placed in release. Produced by Wim Holland from a screenplay by William Paul Mishkin, co-producer, it was made entirely in Manhattan.

Andy Smith Seen As USIA Films Head Succeeding Cowdin

WASHINGTON, Dec. 2.—Although the State Department declined to comment, it is reported here that Andy W. Smith, former industry executive, would be named head of the motion picture division of the U. S. Information Agency. Under the setup, Smith would succeed J. Cheever Cowdin, who recently resigned the post.

Smith formerly was a top sales executive for major distribution companies in the industry.

When contacted here yesterday, Andy Smith would neither deny nor confirm the report that he would head up the U. S. Information Agency's film division. He said the story would have to come from Washington.

On the other hand, sources at the New York office of the USIA, indicated that Smith's appointment appeared to be certain, despite the lack of official confirmation.

Coast Dinner Is Held By Publicists Guild

HOLLYWOOD, Dec. 2. — The Publicists Guild's seventh annual Panhandle Dinner for the press and, this year for the first time, studio heads, reached a record attendance total of 330 tonight, taxing the capacity of the Ambassador Hotel's Embassy Room. Don Hartman made the keynote address, prefacing the entertainment program, which featured Danny Kaye, Lena Horne, Hoagy Carmichael, Slapsie Maxie Rosenbloom, others.

The Guild presented a special award to the Los Angeles "Times" drama department editor, Edwin Schallert.

Latest Legion Listing Has 6 in 'B,' 8 in 'A'

Six pictures have been placed in the "B" category in the latest listing of the National Legion of Decency which, at the same time, designated eight films as Class A.

In Class B are "Forever Female," "Hot Blood," "The Man Between," "Man Crazy," "Miss Sadie Thompson" and 'Three Sailors and a Girl."

Three films in Class A, Section 2, are "Easy to Love," "Jennifer" and "Jack Slade," while in Class A, Section 1, are "Cease Fire," "Escape from Fort Bravo," "Hondo," "Money from Home" and "Project M-7."

Futter to Germany To Inspect Lenses

Walter Futter, who recently introduced a new projector lens that is said to provide wide-screen motion pictures with standard equipment and film, has left New York for Frankfurt, Germany, by plane. The purpose of his trip is to inspect factory samples of the lenses and make final arrangements for their immediate manufacture and shipment to the U.S.

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HONDO



HOLD-O!!!

3D-WB!!!

3 DIMENSION AND **WARNERCOLOR** FROM **WARNER BROS.**

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SCREEN PLAY BY

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THIS PICTURE CAN BE EXHIBITED ON WIDE SCREENS

Reade Urges

(*Continued from page* 1)

Harris, George Baker, Al McClure and C. E. Cook. Cook is the retiring president.

Reade told the convention that the new screens, new methods of projection and new sound are not the whole answer; they merely make the picture more attractive to the public, he said, adding that "they may make a good picture better, but they will never make a bad picture good."

The TOA president said that "probably now is a good time for all of us to take stock, to inspect our theatres for physical improvements, to re-examine our operations and to give our personnel a refresher course in maintaining that operation at a peak of efficiency and in the proper handling of the public."

'Will Pay Dividends'

"Certainly this self-inspection will suggest many improvements and just as certainly they will cost us money," he said, "but this is one investment that we know will pay dividends and one that is not likely to be affected by innovations."

The open forum of the convention this morning had Dale Danielson as moderator, with a panel of experts. It produced a rapid-fire revelation of experiences with new processes, and also of knowledge of the processes by the exhibitors present. Engineers for supply companies and manufacturers, also operations heads of circuits, answered questions with reports of their own previous forums.

The visiting exhibitors on Tuesday night had attended theatres in Kansas City showing CinemaScope and 3-D. Both "The Robe" and "How to Marry a Millionaire" were being shown.

The convention heard W. C. Gehring, of 20th Century-Fox, who laid the status of CinemaScope frankly on the table, declaring that his company wanted exhibitors to make money, and that if something better and more profitable to exhibitors appeared in the future the company would take it on. Criticism of CinemaScope was also frank, but all good natured.

Vague on Sound

One critic stated that patrons may not, and indeed do not, know what they are enjoying as "stereophonic sound," and the suggestion was made that means be taken to acquaint the public with it so they will appreciate its value to them. Gehring was emphatic in thanks for the suggestion, and said he would carry it back to New York with him.

The session, extended to more than an hour, ended on the note of constructive cooperative study of the uses.

Treasury Bond Film Made on Wide-screen

WASHINGTON, Dec. 2.—The Treasury Department has made a special print, suitable for a wide-screen showing, of its new bond-buying campaign short, "The Bond Between Us."

The print, which Treasury officials claim is the first government print to be made for wide-screen, will be shown Friday at the Motion Picture Association of America's Academia Theatre here. Treasury officials had the wide-screen print made as an experiment, they said, since they believe that eventually most theatres will have wide-screens and Treasury bond films, to be shown in commercial theatres, will have to be in wide-screen versions. There are no plans, Treasury officials said, to show "The Bond Between Us" on wide-screens in commercial theatres, but rather in 16mm. prints in industrial plants throughout the country. The film was made and donated by Universal-International.

Reviews

"Killer Ape"

(*Columbia*)

IN this latest in producer Sam Katzman's series, Johnny Weismuller as Jungle Jim continues to fight corruption in rural Africa. The corruption involves a group of scientists who are working on a serum which renders both man and beast incapable of resistance, a drug which obviously could have disastrous effects if used to upset international relations.

The creature of the title, a seven-foot wild man, stalks through the story in a black fur piece, murdering natives (both friend and foe), kidnapping curvacious Carol Thurston and generally messing up a straight plot line, which, however, won't bother the young action fans. Like other Jungle Jim dramas, "Killer Ape" has its share of stock jungle shots which add interest and passing authenticity.

Supporting Weissmuller are Tamba, his inseparable chimpanzee; Max Palmer as the wild man, and Miss Thurston, an Arab girl who, with her brother, Paul Marion, and fiance, Burt Wenland, collect animals to sell to zoos. Nestor Paiva leads the unprincipled scientists whose vile deeds are brought to a timely end by the wild man, who, in turn, is dispatched by Jungle Jim.

The film moves at a fairly brisk pace, climaxed by a surprise finale. Spencer G. Bennet directed from a screenplay by Carroll Young and Arthur Hoerl, based on a story by Young. The cast also includes Eddie Foster, Rory Mallinson, Ray Corrigan and Nick Stuart.

Running time, 68 minutes. General audience classification. December release.

"The Great Diamond Robbery"

(*Metro-Goldwyn-Mayer*) *Hollywood, Dec. 2*

RED SKELTON discarded his caricatures and his face-falls for this picture, undertaking instead to play semi-seriously a young man involved in a serio-melodrama hard to associate with the Skelton talent and quite likely to prove upsetting to persons who go to see it in expectation of his more customary type of entertaining. It is a Damon Runyon-type story, although not of Runyon origin, and it has some good people in its cast—James Whitmore, Connie Gilchrist, Cara Williams, Reginald Owen, Sig Arno, Kurt Kaznar, and others—but it is hardly the picture a ticket-buyer attracted by either the title or the Skelton billing would expect. Its running time may be taken as a reasonably accurate measure of its usefulness.

The screenplay by Laslo Vadnay and Martin Rackin, from a story by the former, presents Skelton as a long-time employee of a diamond dealer who declines to trust to him the cutting of a $2,000,000 gem. Skelton is an orphan who has been seeking since childhood the parents who abandoned him as a baby on a Central Park bench, and when Whitmore, a catchpenny lawyer, learns this, and that Skelton has $8,000, he conspires with pals to pretend to find Skelton's family for the purpose of getting his money. But his pals decide to try for the $2,000,000 gem instead of the money, and this leads to a diversity of complicated but not very amusing complications that end in the usual manner. The picture was produced by Edwin H. Knopf and directed by Robert Z. Leonard.

Running time, 69 minutes. General audience classification. For January release.

WILLIAM R. WEAVER

"Hot News"

(*Allied Artists*) *Hollywood, Dec. 2*

A MELODRAMA with plenty of plot and action concerning gamblers who fix sports, and crusading sports writers has been turned out by Allied Artists. Both the gangsters and the press people look and act like they are popularly supposed to, and the heroic reporter gets the girl of his heart after the police have hauled the badly beaten baddies off to the bastille. Stanley Clements as the crusading reporter makes his daring look more genuine than is par for the course, and the chief baddie, played by Ted de Corsia, convinces the onlooker that he's as bad as Clements says he is. Together with Gloria Henry, Veda Ann Borg and the others concerned, they take very good care of 61 minutes.

In the story, by Charles R. Marion and Elwood Ullman, Clements has become a sports columnist after a near-fatal career in the ring, and when a former pal of his is pressured by gambler de Corsia to fight a champion without training for it, thus getting himself killed, Clements gets his editorial superior to give him room for swinging at de Corsia in print. Clements takes a beating, and in other venturesome ways persists in his campaign until he has all the evidence he needs to prove de Corsia's guilt in several directions. When a final and personal attack on Clements by de Corsia and his thugs fails, and the police take them away, Clements receives the praise of his bosses and the hand of the society editor in marriage. It's not all so tidy and quiet as the foregoing suggests, naturally.

Ben Schwalb produced the picture, ably in all respects, and the direction by Edward Bernds makes full capital of all the material and talents placed at his disposal.

Others in the cast are Scotty Beckett, Mario Siletti, Carl Milletaire and Hal Baylor.

Running time, 61 minutes. General audience classification.

Resist Stereo

(*Continued from page* 1)

been made clear to the 20th-Fox president.

The Cinematograph Exhibitor Association's general council at its meeting next Wednesday is scheduled to consider the advisability of entering into correspondence with the company on the subject. Should they decide to do so the delegates no doubt would point out that their action did not constitute an attack on 20th-Fox but was solely a matter of high principle with exhibitors.

Feeling is running particularly high on the subject throughout C.E.A.'s branches. John X. Prendergast, chairman of the Leeds Branch, while paying tribute to the confidence of thousands of exhibitor customers around the world in 20th-Fox, asked: "Is the public to be denied the opportunity of seeing screen masterpieces merely because of stereophonic sound?"

The company's second CinemaScope release, "How to Marry a Millionaire," now is scheduled to open at the Marble Arch Odeon here early in the new year.

Meanwhile, M-G-M held a secret screening of an experimental reel of its CinemaScope production, "Knights of the Round Table," on a new Stableford screen just installed in its Empire Theatre here. Some of those who attended the test said the optical results were as good or better than those attained in projection of "The Robe" on the Miracle Mirror screen in the Odeon Theatre.

Ohio Film Trucker

(*Continued from page* 1)

Long, State Theatre, Ironton; A. M. Fessel, Motour Drive-in, Milford; Hoy O. Simons, Fayette, Washington Court House; James Malavazos, Ohio, New Boston; James Tracy, acting city manager, Stanley-Warner Theatres, Portsmouth; A. J. Sexton, Ironton, and Robert Wile, secretary of the ITO of Ohio.

ITOO claims that the carrier has been charging excessive rates. The official rate since June 15 is 21 cents per pound, plus one cent for each additional pound per shipment. ITOO claims that the carrier has been applying these rates per package. If the commission rules that there has been an overcharge, ITOO will file a claim to recover the overcharge, citing the commission's ruling. ITOO claims that the carrier's profits have been excessive, citing the 1952 operating ratio of 62 per cent. The next hearing in the case will be held on Monday in the State Office Building here.

Sen. Knowland Dined By 'Frisco Compo

SAN FRANCISCO, Dec. 2.—Two hundred members of the industry attended a luncheon at the St. Francis Hotel here, given by the Tax Repeal Committee of COMPO, honoring Sen. William Knowland of California for his work in the previous campaign for repeal of the theatre admissions tax.

The committee included Irving Levin of San Francisco Theatres; L. S. Hamm, president, California Theatres Association; Hulda McGinn, public relations representative of the CTA, and Roy Cooper of Golden State Theatres.

WELCOME

TO COLUMBIA PICTURES



NOW SHOOTING FOR COLUMBIA . . .

MARLON BRANDO

IN **WATERFRONT**

A Horizon-American Corp. Production

UA Groups

(*Continued from page* 1)

sisting of branches having approximately equal grossing potential, it was announced by drive co-captains William J. Heineman, vice-president in charge of distribution, and B. G. Kranze, general sales manager of the company.

"The three-group system," it was said, "was inaugurated by United Artists and is the most equitable arrangement possible for conducting a sales drive. With each group made up of exchanges of comparable averages, exchanges are pitted against others in their own class only, instead of against the entire field; the small exchange in a smaller situation does not have to concern itself with the showings of a larger exchange in a larger situation." The three groups for the drive are:

First group: Atlanta, Boston, Chicago, Dallas, Detroit, Los Angeles, New York, Philadelphia, San Francisco and Washington.

Second group: Buffalo, Charlotte, Cincinnati, Cleveland, Denver, Indianapolis, Kansas City, Minneapolis, New Orleans, Pittsburgh, St. Louis, Seattle and Toronto.

Third group: Milwaukee, New Haven, Omaha, Salt Lake City, Calgary, Montreal, St. John, Vancouver and Winnipeg exchanges.

BOT Holds Talks

(*Continued from page* 1)

of Western Pennsylvania, of Pittsburgh. The project, it was explained, is in line with BOT's plan to build a network of TV equipped theatres in Pennsylvania, Ohio and Indiana by Feb. 1.

Meanwhile, it was disclosed that decisions by the American Telephone and Telegraph Co. on the feasibility of installing theatre TV sets in areas suggested by BOT are due shortly. BOT said that about 65 situations which have expressed an interest to lease equipment are under study by A. T. & T.



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AT NO EXTRA FARE!

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Friendly lounge, superb cuisine, gracious hospitality in new, giant TWA Super Constellations. Sleeper berths at extra cost. See your travel agent or call Trans World Airlines.

ACROSS THE U.S. AND OVERSEAS...
FLY TWA

Review

"Project M. 7"

(Rank-Universal)

THE title of this J. Arthur Rank production stems from a secret jet aircraft capable of traveling three times the speed of sound. In its documentary aspects, the picture provides some genuine thrills. However, as a spy thriller it offers only routine entertainment.

Phyllis Calvert, James Donald and Robert Beatty are among the leads in this story about a group of famous scientists secretly at work on the development of the plane. As the day nears for the test run strange things begin to happen. One of the scientists dies of a mysterious accident, and disagreements break out all over concerning the test flight. There are those who insist that the flight should be ground controlled, opposed to Donald, who wants to fly the ship himself.

Human interest angles in the screenplay by William Fairchild center around Donald, who has become so engrossed in the project that he has shut his wife, Miss Calvert, out of his life, and she becomes the object of another man's desires. Throughout the story a security agent strides, trying to track down the hand of enemy agents. After many dramatic and melodramatic happenings, Donald does take the machine up with the co-pilot turning out to be none other than an enemy agent. The conquest of space runs pace with the gun battle for audience thrills. By the time the plane plummets to earth the spy is choked to death by a disconnected oxygen tube, and Donald realizes his love for his wife.

A Two Cities Film, it was produced in England by Anthony Darnborough and directed by Anthony Asquith.

Others in the cast are Herbert Lom, Muriel Pavlow, Noel Willman, Walter Fitzgerald, Petric Noonan, Maurice Denham, Marjorie Fielding, Cavan Watson, Herbert Lomas, Hal Osmond, Geoffrey Denton, Cyril Chamberlain, Marianne Stone, Tucker McGuire, Johnnie Schofield, Patricia Glyn, John Warren, Philip Ray, Douglas Bradley-Smith, John Martin, John Lorrell and Stanley Maxted.

Running time, 86 minutes. General audience classification.

'Sadie Thompson' at Capitol on Dec. 23

"Miss Sadie Thompson," Columbia picture starring Rita Hayworth and Jose Ferrer, and filmed in three-dimension and color by Technicolor, will have its world premiere at the Capitol Theatre here at midnight, Dec. 23. Ferrer will be host at the initial showing to scores of personalities from the Broadway stage and other fields of entertainment.

For the engagement, the Capitol has secured from the Polaroid Corp. a new device to insure perfect synchronization of the 3-D projection on the wide-screen and has stocked a new type of Polaroid viewers which, Columbia said, are "far superior to those used previously." In addition, clip-on viewers will be available for those patrons who wear glasses.

Margolies to Handle 6 'Desert' Openings

Albert Margolies & Co., retained by Walt Disney Productions to handle the recent world premiere campaign for "The Living Desert" in the New York area, has been engaged by the producer to supervise the openings of the feature in six other cities, including Washington, Philadelphia, Boston, Chicago, Cleveland and Miami.

Margolies has left here for Chicago to plan the Christmas opening of the film at the Loop Theatre.

Tyers Heads Odeon Ad-Publicity Unit

TORONTO, Dec. 2. — W. C. (Wanie) Tyers, long at the head office of the circuit, has been named by Odeon Theatres as director of advertising and publicity in succession to Larry M. Graburn who had occupied the post for years. Tyers was the manager of the Toronto Odeon when the leading house of the J. Arthur Rank circuit was opened after World War II.

N. D. Dipson Honored By V. C. of Buffalo

BUFFALO, Dec. 2.—"People can't expect to get free in their home what they would pay for in a theatre. No advertiser will be able to pay what movie houses will pay." In these words, Nikitas D. Dipson, president of N. D. Dipson Theatres, summed up his answer to what he characterized as the "motion picture-television crisis in our industry."

"This is an industry that will never die," said Dipson, whose talk was delivered at a testimonial dinner given in his honor at the Statler Hotel here by the Buffalo Variety Club and which honored Dipson's 40 years in the entertainment business.

The dinner was attended by prominent exhibitors from most major Eastern cities.

Among the speakers were Justice Robert E. Noonan, of the State Supreme Court; Leo J. Lamberson, of South Bend; Justice George H. Rowe, Moir P. Tanner and Dave Miller, manager of the Buffalo Universal exchange.

V.C. New Year's Eve Dance Plans Are Set

Plans for the New Year's Eve dance of the Womens' Committee of the New York Variety Club were completed here this week at a meeting in Tent No. 35's headquarters in the Piccadilly Hotel. The proceeds from the affair will go to the Variety Club Foundation to Combat Epilepsy.

Approximately 500 guests are expected at the dance which will be held in the Hotel Waldorf Astoria. Tickets will sell for $75 per couple. Dick Mullinere's orchestra has been engaged.

Chinich to Buena Vista

Jesse Chinich, formerly film buyer and theatre supervisor for Rugoff & Becker Theatres, has joined Buena Vista Film Distribution Co. here as a sales representative.

TV-on-Tape

(*Continued from page* 1)

rector through a television circuit, which will save time and money on motion picture photography intended for theatres," Dr. Herbert T. Kalmus, president of Technicolor, said today in answer to press questions.

"This possible adaptation of magnetic recording in studios should not have any substantial effect on Technicolor's business, but may prove to be an advantage," he added.

'Ten or 15 Years Away'

Dr. Kalmus said: "We must also consider the long-range problem of producing final records for the distribution of pictures for exhibition on large-size theatrical screens, and the electronic problem of theatre television. The solutions of these problems are probably 10 or 15 years away. Due to the long experience and great success which Technicolor has had in the basic and practical problems of color, and to contributions by its own research and developmental laboratories, Technicolor necessarily is in the midst of these long range developments.

Kalmine, Benjamin

(*Continued from page* 1)

Brandt, president of the Independent Theatre Owners Assn., chairman of the current industry Federation drive.

Benjamin will be in charge of the drive in homes, while Kalmine will conduct the organization's campaign in various fields that are close to the amusement industry.

Luncheon at the Astor

The Federation's plans were made known at a luncheon held yesterday at the Astor Hotel attended by many industry executives, including Bernard Birnbaum, Brandt, William G. Brenner, Robert Burton, Abe Dickstein, Si Fabian, Emanuel Frisch, William J. German, Arthur Israel, Jr., Bernard Jacon, Kalmine, Marvin Kirsch, William Koblenzer, Nat Lefkowitz, Harry Mandel, Harold Rinzler, Samuel Rosen, Adolph Schimel, Samuel Schneider and Morton Sunshine.

Lyons Heads FJP Unit

Leonard Lyons, columnist of the New York "Post," will be chairman of an amusement-industry committee that will plan a luncheon on behalf of the Federation of Jewish Philanthropies to be held here at the Hotel Astor on Dec. 17. Lyons will be assisted by Ted Cott, operational vice-president in charge of the NBC radio network, and Oscar Hammerstein II.

Hillside Case

(*Continued from page* 1)

the same quality. Unger had sought to make the Act apply for the first time in a motion picture case.

In dismissing the case, Judge Sugarman had ruled that films were licensed and not sold and therefore did not come under the provisions of the law.

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YOUR HOSTS, The Family Jacobs



Six New York Radio And TV Stations Will Plug 'Reef'

A promotional and advertising campaign embracing six New York television and radio stations has been arranged by 20th Century-Fox for the world premiere of "Beneath the 12-Mile Reef" in CinemaScope, Dec. 16, at the Roxy Theatre.

The drive, which will get underway on Wednesday and will continue through the opening week of the third CinemaScope production, will see the TV flagship stations here of the National and American broadcasting companies and independent radio outlets WNEW, WMCA, WMGM and WINS participating. The campaign will see more than 200 video and 350 radio announcements, ranging from 20-second to one-minute messages, on an around-the-clock schedule.

Wolfson Firm Loses Bid for TV Station

WASHINGTON, Dec. 2.—A firm in which Florida exhibitor Mitchell Wolfson has a small interest today was turned down in its bid for a Tampa television station.

Federal Communications Commission hearing examiner Basil P. Cooper recommended that a Tampa TV channel go to the "Tampa Times," rather than to either of two rival applicants. One of the other applicants was the Orange Television Broadcasting Co., in which Wolfson has a five per cent interest.

UPA Would Expand In Eastern TV Field

HOLLYWOOD, Dec. 2.—United Productions of America will expand its commercial sales activities in the New York and Eastern seaboard television spot and industrial film fields, according to Steven Bosustow, president of UPA. Bosustow's announcement follows the ending of a two-year sales franchise agreement between Screen Gems and UPA under which Screen Gems served as sales representative for UPA's one and two-minute television spots. UPA will now both sell and produce these films independently.

William Bernal of UPA's creative and film planning staff, has been named by Bosustow to serve as sales representative in New York.

UPA will continue its current non-exclusive releasing deal for entertainment cartoons with Columbia Pictures.

Kraft May Have Color

"Kraft Television Theatre" will present "To Live In Peace," in color on Wednesday (NBC-TV), should it receive the green light from the FCC. The program, which originates at NBC's New York headquarters, will be presented at NBC's Colonial Theatre on upper Broadway. If telecast in color, the general public will view the program in black and white on the existing receiving sets.

LeSueur Church Speaker

Larry LeSueur, CBS-Television UN correspondent, will make an after dinner talk tomorrow evening at New York's Central Presbyterian Church. His topic, "The work of the United Nations in the Current Session."

Television--Radio

with Pinky Herman

AN ENTHUSIASTIC GATHERING of over 325 guests, including advertising agency execs, TV network biggies and the press, paid tribute to the "All-American" Awards Committee (headed by Deems Taylor) and its selected winners of the third annual Television Sylvania Awards. Don G. Mitchell, chairman of the board of Sylvania, welcomed the guests, thanked the committee for a well-done job and sounded the keynote of competitive fair play when he accepted good-naturedly an unintended ad-lib plug for Westinghouse by James A. Farley, a committee member and the evening's first speaker. First honors, for the timely news coverage of the "Coronation of Queen Elizabeth II," went to ABC-TV, BBC and CBC with Bob Weitman, ABC v.p. in charge of programs & talent, the first to receive the coveted Sylvania "Clock." Bill Todman was on hand, as were sponsor Jules Montenier, John Daly, Bennett Cerf for the "What's My Line?" award. Rod Steiger's performance in Paddy Chayefsky's "Marty," won him "The Outstanding Actor of the Year" honors with Paddy copping, via the same vehicle, "best script written especially for TV" award. ABC came in for another citation when Danny Thomas' "Make Room for Daddy" (co-sponsored by American Tobacco Co. and Speidel Co.) was awarded the "Clock" for "Outstanding Comedy Series of the Year." Other winners included Donald O'Connor (Colgate Comedy Hour), Jack Webb (Dragnet), Mary Martin (Ford 50th Anniversary), Dr. Frank C. Baxter (Shakespeare on TV), Dr. Frances Horwich's "Ding Dong School," Edward R. Murrow (Person to Person), Theodore Granik (public service program), Leland Hayward, Clark Jones and Jerome Robbins (Ford 50th Ann.) and Irving Gaynor Neiman (TV script on John O'Hara's "Appointment in Samarra.")



R. M. Weitman

☆ ☆ ☆

IRONY: Last Friday, on his "Merry Mailman" WOR-TV show, Ray Heatherton devoted his entire program to the juvenile delinquency problem stressing "Crime Does Not Pay." Later that evening, Bob Goldeman, ass't. producer of the M.M. program, parked his car, filled with props, at 58th St. & 6th Ave. A shabbily-dressed man who tried to break into the car was shot and killed by rookie policeman Tom Ryan of the 18th Precinct.

☆ ☆ ☆

Versatile Janis Paige, after last week's last-minute pinch-hit role for Arlene Dahl on the "Bob Hope" TVehicle, was personally cheered by grateful NBC execs, agency and sponsors' reps and Bob himself, for a tremendous job. . . . Radio and TV rowgues have discovered a new after-dinner drink. Blackberry julep. . . . When talented Harrison Muller came onstage for rehearsals of the Du Mont musical, "Melody Street," he was glad-handed by three staff regulars: nct's music head Mickey Celentano, an old classmate, Kay Coulter, who was Muller's first show biz partner, and maestro Elliott Lawrence, who's been making Muller's music arrangements for years.

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Betty Ann Welch has penned an interesting profile on the nation's most famous red-head, titled, "Arthur Godfrey's Unbelievable Story," a feature in January's issue of Screenland-TV Land mag. . . . That young newscaster on WPIX gives a clear and well enunciated program but each of the FOUR times he mentioned his sponsor's product (shoes) we couldn't distinguish the name. . . . Mort Sackett's Commonwealth Film & TV, Inc. getting lots of regional bookings for its new series of 13 four-minute Johann Strauss musicales. . . . A new concept in the production of telefilms, co-produced by General Telecasting (General Teleradio) and Movietone News (20th Century-Fox) will be highlighted at a cocktail party for the press today at Movietone headquarters in Gotham. The quarter-hour films were written and directed by Mike Sklar.

☆ ☆ ☆

LOTSA DOTS . . . Jack Webb, currently in N.Y. for the Look Awards, guested on Milton Berle's NBComedy show Tuesday and was slightly terrific. . . . And don't overlook Madeleine Carroll's wonderful play-acting on "MBStarlight Theatre." . . . Bill Tabbert, the song star of Rogers & Hammerstein's "South Terrific," could do a fine emcee job on a TV audience-participation series.

☆ ☆ ☆

Add Two Channels To TV Network in Albany-Buffalo Area

Plans to add two television channels —one in each direction—to the Albany-Buffalo radio-relay route were made public by the long lines department of the American Telephone and Telegraph Co. The company has filed an application with the Federal Communications Commission seeking authority to equip the route with the additional channels.

Two Westbound channels are now in operation on the Albany-Buffalo system. A third channel, Eastbound, is under construction. Ultimately, four channels on the system—two in each direction—will become part of a microwave network serving TV stations from New York to Chicago and back to New York via St. Louis and Washington. Such an arrangement will greatly increase the flexibility of routing network programs, long lines said.

WIS-TV Joins System

Long lines also announced that station WIS-TV, Columbia, S. C., has been connected to the Bell Telephone System's nationwide television network facilities.

The announcement said WIS-TV, Columbia's third television station, received programs over a video channel recently added to existing facilities between Charlotte and Jacksonville.

With the addition of service to WIS-TV, video network programs are now available to 217 stations in 134 cities in the U. S.

3,000 Viewers of NAM TV Show Seen

Nearly 3,000 persons attending the National Association of Manufacturers annual convention here at the Waldorf-Astoria will see the color telecast of the organization's annual banquet tomorrow night, Theatre Network Television estimated here yesterday.

The color telecast, booked and produced by TNT, will be seen by delegates in various ballrooms of the hotel.

CFT Holiday Special Offered TV Stations

A holiday film package, comprising "Stage Door Canteen" and "Miracle on Main Street," is being released to television stations by Commonwealth Film and Television, Mort Sackett, company president, stated.

S. D. G. Will Honor Best TV Directing

HOLLYWOOD, Dec. 2.—The Screen Directors Guild, which heretofore has restricted bestowal of its honors to directorial achievement in the theatrical motion picture field, will establish an award for the best television directing also, Screen Directors Guild president George Sidney yesterday disclosed. The winner will be chosen by a SDG membership vote at the annual dinner in January. Nominees are Robert Florey, Richard Irving, Roy Kellino, Lew Landers, Ted Post and Jack Webb.

Who, me?



That's right, **Danny Thomas . . .** Sylvania is presenting you with the 1953 Award for the "Outstanding Comedy Show of the Year"!

Thanks, Sylvania, for honoring Danny Thomas this way . . . we wouldn't be human if we weren't pleased and proud. And grateful to Danny, Jean Hagen, Ben Lessy, Sherry Jackson, Rusty Hamer, and Corky (the dog) for giving us such a hilarious show. Orchids, too, for the many wonderful guys whose job it is to stay *off* the TV screen . . . our producer, our director, and the stage crew . . . for making this show a prize-winning series.

Thanks, too, for your second award...for timely coverage of the Coronation last June. But we feel a little guilty about this one. The glory actually belongs to those two friendly networks, the BBC and Canadian Broadcasting Company. Their brilliant films and superb cooperation made this award possible. If we can take credit for anything, it's simply the fact that we brought this important event to the country quickly and effectively. But that's nothing special at ABC.

Thanks especially to The American Tobacco Company and Speidel, who sponsor the Danny Thomas Show. They are the real winners of awards like these.

ABC TELEVISION NETWORK
AMERICAN BROADCASTING COMPANY

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 74. NO. 107 NEW YORK, U. S. A., FRIDAY, DECEMBER 4, 1953 TEN CENTS

Jury Dismissed

Majors Settle Lea Action As Trial Starts

Terms Not Revealed But Cash Award 'Assumed'

WASHINGTON, Dec. 3.—An injunction and damage suit brought against major distributors by Leonard Lea, Danville, Va. exhibitor, was settled here today after the case had started on trial before a District Court jury.

Attorneys refused to divulge terms, but Robert L. Wright, former Justice Department official and attorney for Lea, said that it would be a "fair assumption" to guess that Lea got some monetary award and the right to bid for first-run films.

Lea, who owns the Lea and North theatres in Danville, brought the suit against eight major distributors, United Paramount Theatres, Wilby-Kincey Service Corp. and Danville Enterprises. In Feb., 1951, Judge Tamm dismissed the suit against the

(*Continued on page 9*)

Hits Uniting of Sales, Service

MINNEAPOLIS, Dec. 3. — The alleged coupling of equipment sales and service may be the basis for court action under the anti-trust laws, according to a letter sent to six national service and manufacturing companies by Thomas Vennum, local attorney, on behalf of O. E. Maxwell of Northwest Sound Service, independent engineering firm here. In what may be a precedent-setting step, Vennum sent

(*Continued on page 9*)

'Robe' Christmas Dates at 83 in N. Y.

"The Robe" will open on Christmas Day in 83 neighborhood theatres of 13 circuits in the Greater New York area, it was announced here yesterday by 20th Century-Fox.

Following its world premiere engagement at the Roxy Theatre, the first CinemaScope production will bow

(*Continued on page 9*)

Max Youngstein Castigates Attitude on Ad. Personnel

An attack on what he called the "ingratitude, shortsightedness, stupidity and appalling under-estimation" that characterizes the industry's attitude toward its advertising-publicity personnel was delivered here last night by Max E. Youngstein at the Showmanship School conducted by the Associated Motion Picture Advertisers. The United Artists vice-president was to have devoted his lecture to "The Distribution and Promotion of Independently Produced Pictures," but he departed from the prepared agenda to let loose his attack.



Max Youngstein

Quoting from the brochure issued by AMPA in connection with its current Showmanship School, he read: "The philosophy behind the new program reflects AMPA's belief that advertising and publicity personnel should be thoroughly informed on the

(*Continued on page 9*)

Allied to Mark 25th Anniversary in 1954

WASHINGTON, Dec. 3. — Allied States Association will observe its 25th anniversary next year, beginning with the annual meeting of its board of directors at the Terrace Plaza Hotel in Cincinnati on Feb. 5-6. The observance will continue through Allied's national convention to be held in Milwaukee next fall.

The annual meeting of the board will elect officers and name committees for the ensuing year; will receive the annual report and progress reports on measures initiated at this year's annual convention and will consider industry conditions prevailing at the time.

IMPDAA to Meet Here on Wednesday

The election of a new president to replace the late Joseph Burstyn will top the agenda of a meeting of the Independent Motion Picture Distributors Association of America, called here for Wednesday.

Other items on the agenda include the French and Italian situations, and

(*Continued on page 9*)

Becker Heads Compo Unit for Kansas-Mo.

KANSAS CITY, Dec. 3.—J. A. Becker of Independence, Mo., has been named COMPO area chairman here, succeeding Glen Dickinson, Sr. Roland Means of Kansas City was elected co-chairman for Missouri and R. R. Biechele for Kansas.

Each co-chairman has on his com-

(*Continued on page 9*)

Canada Reports Record Theatre Grosses In '52

OTTAWA, Dec. 3.—Canadians last year spent a record $8.21 per capita for motion picture entertainment, 49 cents more than in 1951, the Canadian government reports. Canadians in 1952 averaged 18.2 visits per capita, against 17.9 in 1951, and paid more to get in, an average of 45 cents, against 43 cents in 1951. They saw a larger proportion of color feature films, 16 per cent against 13 per cent, as well as features made in Hollywood, 75 per cent against 68 per cent in 1951.

The 3,416 theatres of all types collected $118,434,481 or $10,227,672 more than in 1951, from 262,963,287 paying customers, an increase of 10,804,162. Ticket taxes climbed to $12,975,298, from $11,887,226.

The country's 1,843 regular theatres —35 more than in 1951—continued to do the lion's share of business in 1952, getting 94 per cent of the paid admissions and receipts, and 95 per cent of the taxes. The number of drive-ins increased to 104, from 82. Theatres controlled by circuits operating four or more houses constituted 38 per cent of all regular theatres but obtained 72 per cent of the total

(*Continued on page 9*)

To Inform Public

Entertainment Group Formed To Fight Reds

'Aware' Establishes A 10-Point Program

A 10-point program to combat Communism in the entertainment field was revealed here yesterday at a press conference called by the newly-formed Aware, Inc., which was launched to fight Red infiltration in the fields of stage, radio, television, vaudeville, motion pictures, music and related cultural arts. The conference, held at the Gotham Hotel, was conducted by Godfrey P. Schmidt, president of Aware.

Schmidt prefaced the parley with the statement that "American entertainment-communications, employing hundreds of thousands, providing access to millions, has been and is a prime target of the international conspiracy. It seeks to use the field as a source of funds for the Communist party and its satellites and is a lever to influence public opinion in

(*Continued on page 9*)

NT Divestiture Date Extended

WASHINGTON, Dec. 3. — The Justice Department has agreed to give National Theatres another six months, until June 7, 1954, to complete its divestiture program under the 20th Century-Fox consent decree.

Justice officials said the chain still had 25 theatres and two other properties to sell. The original decree ordered National to dispose of 105 theatres and five other properties by

(*Continued on page 9*)

Hall to Prepare for CinemaScope Tests

An Astrolite Screen measuring 70 feet wide and 28 feet in height will be installed in Radio City Music Hall here on Thursday for testing purposes.

The screen, which tops the width of the one in the Roxy by about five feet, will be utilized in the early morning hours before the theatre

(*Continued on page 9*)

Personal Mention

GEORGE L. CARRINGTON, president of Altec Service Corp., is due in New York from Hollywood early next week.

•

JOSEPH RIVKIN, executive assistant to HAROLD MIRISCH, Allied Artists vice-president, and JOHN C. FLINN, director of advertising-publicity, returned to Hollywood yesterday from Dallas.

•

AMERICO ABOAF, BEN COHN, FORTUNAT BARONAT and JOHN SPIRES, foreign department executives of Universal Pictures, will leave here tomorrow for Hollywood.

•

W. C. GEHRING, 20th Century-Fox executive assistant general sales manager, has returned to New York from Kansas City.

•

A. L. PRATCHETT, Paramount Pictures Latin American division manager, will arrive in New York by plane on Monday from Mexico City.

•

FAYETTE W. ALLPORT, Motion Picture Export Association representative in Britain, will leave London tomorrow for New York.

•

A. M. KANE, Paramount Pictures South Central division manager, will return to Dallas by plane tomorrow from New York.

•

ARTHUR KERMAN, president of Governor Television Attractions, will leave here by plane at the weekend for the Coast.

•

E. J. MANNIX, M-G-M studio executive, will leave here today for the Coast.

•

M. L. SIMONS, M-G-M exhibitor relations head, will leave here Sunday for Oklahoma City and Memphis.

•

FLOYD C. HENRY, Paramount Pictures Far Eastern division manager, will arrive here tomorrow from India.

•

EMERY AUSTIN, M-G-M exploitation director, returned here yesterday from Cleveland.

•

H. M. BESSEY, Altec Service Corp. executive vice-president, is in Nashville from New York.

•

HERMAN RHODES, owner of drive-in theatres in Georgia and Alabama, has returned to Atlanta from Florida.

Para. To Celebrate 'Popeye' Birthday

"Popeye's 20th Anniversary" will be the next Paramount one-reel color in Technicolor short in the Popeye series, Oscar Morgan, Paramount short subjects sales manager, reported here yesterday.

The short, in celebration of the cartoon character's 20th anniversary in films, will incorporate the cartoonist's visualization of such Paramount stars as Bing Crosby, Bob Hope, Dean Martin and Jerry Lewis.

SEC Lists Several Stock Transactions

WASHINGTON, Dec. 3.—Several officers and directors of film companies report changes in stock holdings in the latest reports to the Securities and Exchange Commission.

The SEC summary for transactions reported as having taken place in October includes these changes: Decca Records acquired another 1,800 shares of Universal Pictures common, boosting its holdings to 600,075 shares. Sol A. Schwartz bought 500 shares of RKO Theatres common for total holdings of 5,000 shares. Peter Colefax bought 200 shares of National Theatres common and Earle G. Hines bought 500 shares, for holdings of 2,300 and 2,500 shares, respectively.

Abraham M. Sonnabend bought 1,000 shares of Columbia Pictures common, his total holdings. A trust account controlled by Albert Warner bought 1,700 shares of Warner common. Warner owns 159,675 shares in his own name and 20,000 shares through the trust account. Loew's boosted its holdings of Loew's Boston Theatres common to 131,635 shares, with the purchase of another 1,175 shares.

'Cantor Story' Debut At Paramount Dec. 23

A gala benefit premiere of "The Eddie Cantor Story" under sponsorship of the Educational Alliance Alumni Association and the Eddie Cantor Camp Committee has been set by Warner Brothers for the Paramount Theatre in Times Square on the evening of Dec. 23. The picture will begin its regular engagement at the theatre on Christmas morning.

The premiere, on a reserved-seat basis, will take the form of a tribute to Cantor by the Educational Alliance, which gave the comedian, as well as many other figures in the entertainment world, assistance and guidance in their formative years.

"The Eddie Cantor Story," produced by Sidney Skolsky and directed by Alfred E. Green, stars Keefe Brasselle and Marilyn Erskine.

Beresin Will Install N. Y. Tent Officers

Ed Fabian, incoming chief barker of Variety Club Tent No. 35, New York, will outline specific plans for the expansion of the club's activities during 1954 at the installation of new officers and crew at a luncheon-meeting to be held in the Hotel Piccadilly next Friday.

Jack Beresin, chief barker of Variety Clubs International, will be the installing officer.

Para. Officials to N. Y.

HOLLYWOOD, Dec. 3.—Officials of Paramount Pictures are returning to New York following conferences here with studio executives. Paul Raibourn, vice-president, left tonight. He will be followed tomorrow by Barney Balaban, president, and by Russell Holman on Saturday.

Jan. 26 Rehearing of Jackson Park Case

CHICAGO, Dec. 3.—Balaban & Katz asked for a rehearing of the Jackson Park case in Federal District Court and has been granted a Jan. 26 hearing by Judge Michael Igoe. The petition was filed by B. & K. attorney Alfred Teton to eliminate the two-week restriction on first-runs in the Loop.

Judge Igoe also will hear arguments on the Winston case on Dec. 16, after the case had been referred back to District Court from the State Supreme Court.

N. J. Jury to Get 'Moon' Case Tues.

A hearing on the "Moon Is Blue" Jersey City case will be held in the Hudson County Court House on Tuesday before a grand jury, it was disclosed here yesterday.

The city's prosecutor, who originally brought charges against the Stanley Warner Theatre there and its manager, Arthur J. Manfredonia, has turned over the case to the state for action. Testifying on Tuesday will be Manfredonia on the theatre's position and that of United Artists, distributor of the film, will be stated by former state senator John Milton, who has been retained as counsel.

The city charged that exhibition of the film was in violation of an ordinance prohibiting the showing of objectionable films.

$157,635 to Charity in Texas Compo Drive

DALLAS, Dec. 3.—The Gonzales Warm Springs Foundation, devoted to the treatment of any kind of a crippled condition in children, has received from the Texas Council of Motion Picture Organizations a check for $157,635, representing collections in the 1953 Texas Theatres Crippled Children's Fund sponsored by Texas COMPO. Co-chairmen in the drive were R. I. Payne, vice-president of Theatre Enterprises, Inc., and Claude Ezell, president of Ezell and Associates.

Wellman Hurt, Wife Killed in Crash

CLEVELAND, Dec. 3.—Peter Wellman, Girard, O., theatre owner, suffered a compound leg fracture and shock and his wife, Bessie, 48, was instantly killed yesterday morning in an automobile accident when Wellman's car skidded and plunged down a 25-foot embankment. The accident occurred on Route 51, two miles from the Greater Pittsburgh Airport to where the Wellmans had taken a house guest.

Mrs. Wellman was pronounced dead and Wellman was in fair condition upon arrival at Sewickly Valley Hospital at Sewickly, Pa. Four sons and one daughter also survive.

Studio-AFM Confabs On New Contracts Seen in January

Negotiations looking toward a new contract between major studios and the American Federation of Musicians are expected to start in mid-January, it was learned here yesterday.

Indications are, according to an AFM spokesman, that the negotiations will take place in Florida, where many top studio executives vacation at that time of year. The present agreement, which expires Jan. 31, was reached in Florida last year at about the same time, when James Petrillo, AFM president, held conferences in Miami.

The outlook on a studio pact negotiation was disclosed as a 10-day meeting here of the AFM's international executive board drew to a close yesterday. At the meeting it was decided to open bargaining talks with the recording and transcription industry on Dec. 15.

NEW YORK THEATRES

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Rockefeller Center
"EASY TO LOVE"
starring ESTHER WILLIAMS
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color by TECHNICOLOR • An M-G-M Picture
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and SPECTACULAR STAGE PRESENTATION

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JOHN WAYNE
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FROM WARNER BROS.
IN 3 DIMENSION AND WARNERCOLOR
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For the Months of December...January...February

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Gee, but it's Great !!!

"WALKING MY BABY BACK HOME"

"HONEYSUCKLE ROSE"

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"SOUTH RAMPART STREET PARADE"





WALKING MY BABY BACK HOME

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. . . and Gee, THIS is Great too!

A national ad campaign of Color Ads in 14 leading publications to reach the eyes of more than 112,000,000 readers!

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DONALD O'CONNOR

JANET LEIGH

with **BUDDY HACKETT**

LORI NELSON • SCAT MAN CROTHERS

THE MODERNAIRES • THE SPORTSMEN

DEC.



FEB.

The Story of a Love that made Wonderful Music!

"TUXEDO JUNCTION"



"CHATTANOOGA CHOO CHOO"



"LITTLE BROWN JUG"



"PENNSYLVANIA 6-5000"



"STRING OF PEARLS"



"BASIN STREET BLUES"





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JAMES STEWART · JUNE ALLYSON

The GLENN MILLER STORY

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CHARLES DRAKE · GEORGE TOBIAS · HENRY MORGAN

and these Musical "Greats" as Guest Stars!

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DEC.

Gee, but it's Great !!!



WALKING MY BABY BACK HOME

COLOR BY TECHNICOLOR

STARRING DONALD O'CONNOR
JANET LEIGH
with BUDDY HACKETT
LORI NELSON · SCAT MAN CROTHERS
THE MODERNAIRES · THE SPORTSMEN

...and Gee, THIS is Great too!

A national ad campaign of Color Ads in 14 leading publications to reach the eyes of more than 112,000,000 readers!

DEC.



JAN.

COLOR BY Technicolor

Indian Tamohowk and Covolry Sabre fighting side-by-side for the glory of the West!



WAR ARROW

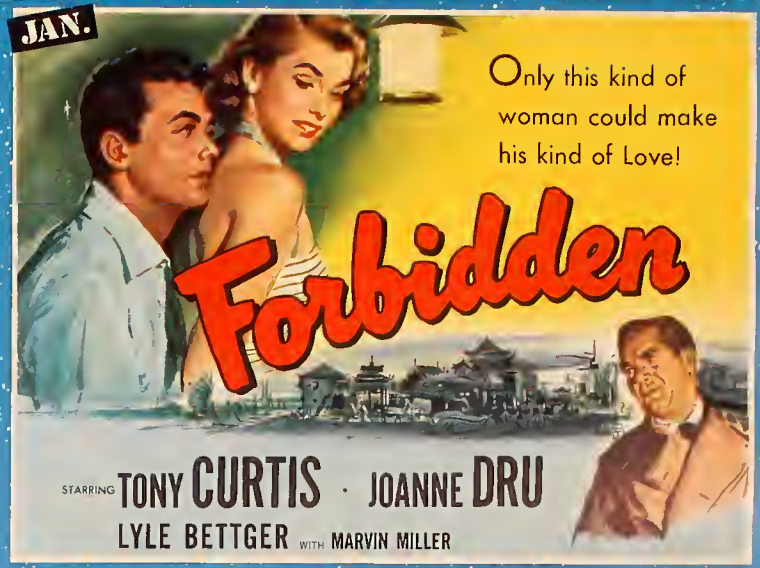
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JAN.

Only this kind of woman could make his kind of Love!



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STARRING TONY CURTIS · JOANNE DRU
LYLE BETTGER with MARVIN MILLER

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TAZA, SON OF COCHISE

Available in both 2-D and 3-D



MARCH

ALAN LADD
SHELLEY WINTERS

SASKATCHEWAN

COLOR BY *Technicolor*

with

ROBERT DOUGLAS · J. CARROLL NAISH

HUGH O'BRIAN · RICHARD LONG · ANTONIO MORENO · LOWELL GILMORE

Directed by RAOUL WALSH • Story and Screenplay by GIL DOUD • Produced by AARON ROSENBERG

Universal International

LITHO IN U.S.A.

Youngstein

(Continued from page 1)

structure and operation of the industry in all its ramifications."

"It's time to turn that quotation around," Youngstein declared. "When will the means be provided for the industry to begin to learn something about its own advertising-publicity set-up?"

Youngstein castigated what he described as "the industry's 'whipping-boy' approach to advertising-publicity staffs."

He said the industry took the attitude that "when things are going poorly, advertising and publicity methods are to blame; but when business is good, the advertising and publicity forces are completely ignored."

"Sales and production executives," he said, "seem to consider it their prerogative to take entire advertising and publicity campaigns and completely destroy them, without offering a single constructive thought of their own. What's more, they do so without any real knowledge of advertising or publicity, yet consider themselves experts.

Lauds Personnel

"In my opinion," he continued, "the men and women in our advertising and publicity departments are as bright, as alert, as well informed people as any to be found anywhere in the industry. They are as fine a reservoir as exists for future executive manpower in all phases of operations—including production and sales operations."

"Yet," he said, "when there are cutbacks in our industry, when there is a wave of firings, the first people to be let out are advertising and publicity men."

Youngstein concluded: "The industry owes it to itself to get wise to the gold mine it has right under its own roof in its advertising-publicity forces."

Canada Grosses

(Continued from page 1)

receipts. Circuits with 20 or more theatres got 58 per cent of the receipts.

Average admission prices to regular theatres were higher in 1952 in all provinces except Manitoba—unchanged at 39 cents—and ranged from 35 cents in Newfoundland to 49 cents in Quebec. Exclusive of taxes, the average admission price in Canada was 40 cents, against 38 cents in 1951, with Quebec reporting the highest average of 42 cents, and Newfoundland and Nova Scotia the lowest at 32 cents. The regular theatres had a total seating capacity of 954,813 against 939,963 in 1951.

About three out of every four films released in 1952 were U. S. products, the 75 per cent total rising from 68 per cent in the preceding year. The proportion of U. K. films released was slightly higher, at 6.5 per cent, against 6 per cent, but the proportion from France was down to 17 per cent, from 23 per cent.

'Robe' Big in London

LONDON, Dec. 3.—The second week of "The Robe" at Odeon's Leicester Square Theatre hit a very big $17,655, topping the first week's gross by $783.

Entertainment Group

(Continued from page 1)

the direction of collaboration with Communism."

The conference was attended by representatives of national magazines, newspapers and trade papers. Schmidt declared that Aware would not replace, compete or interfere with any existing organization, but was offered as a rallying ground for the anti-Communist convictions of the "vast majority of people in our field who have deeply resented the impudent efforts of Communist groups to speak for them."

Expansion Likely

Schmidt is a New York lawyer and lecturer on constitutional and labor law at Fordham University. He said that at present the Aware organization was strictly a local organization but that it probably would expand on a nationwide basis. It is maintained by dues of $10 a year per member.

It was stressed that Aware was not a "vindictive" organization and that it did not want to "smash" individuals, but sought to eliminate what it termed the Communist "conspiracy."

Schmidt listed four problems which needed coordinated study and on which Aware would issue recommendations. They are:

¶ What is a fair and just policy for employers toward Communists, users of the Fifth Amendment and persons with significant and unrepudiated front records?

¶ What is a fair and just policy for unions in our field toward the same persons as officers and members?

¶ What steps are appropriate to persuade Communists and their knowing or unwitting helpers that they are damaging themselves and their country?

¶ How are the safeguards of our constitutional liberties to be applied to these and related questions?

The 10-point program which has been adopted by Aware is as follows:

1. Planned public relations to inform the public of Aware's purpose.
2. Distribution of material on the nature of the Communist conspiracy, its activities, and the duty of those in the entertainment field to fight back.
3. Study of publications on Communism, issuance of reading lists and notice to members of government publications.
4. Monitoring and investigation of Communist influences in all the varied aspects of entertainment; distribution of facts on the organizations and individuals employing Communists and fellow-travelers and denying employment to non-Communists.
5. Compilation of factual material on Communist activity within the industry for the use of members, Aware committees, etc.
6. Dissemination of facts on specific controversies arising in the industry from time to time. Public presentation of Aware's stand.

Forums Suggested

7. Suggesting anti-Communist authorities for guest appearances on forum programs in radio and television, before organizations, etc.
8. Liaison with other anti-Communist groups both within and without the industry.
9. Study of legislation respecting Communism and development of opposition or support as required.
10. Issuance of studies exposing the misused slogans of the Communist conspiracy, such as "thought control," "blacklisting," "private political beliefs," "guilt by association," and others.

Other officers of Aware are Ned Wever, actor, first vice-president; Paul Milton, radio and television writer, second vice-president; Richard Keith, actor, treasurer, and Jeanne Somerville, secretary. The board of directors consists of Howard Hotchner, William Neil, William Keene, Bob Novak, Jim Shean, Leigh Whipper, Wynn Wright, Vinton Hayworth, V. L. Chalif and Vincent Hartnett.

Majors Settle

(Continued from page 1)

last three defendants on the grounds that they did not do business in Washington.

The case against the distributors went to trial here yesterday, but today the settlement was announced and the jury dismissed. The lawyers are supposed to work out final terms to present to the court on Dec. 21.

Wright said that Lea had obtained the right to bid for first-run films about a year ago, and that he assumed this right would be continued. The matter that went to the jury trial was held to act on Lea's claim for damages.

Becker Heads

(Continued from page 1)

mittee exhibitors representing each Congressional district. Where necessary, each state co-chairman and the chairman will form a sub-committee to assist in making contacts with Congressmen and Senators during the COMPO campaign for tax repeal.

To promote the best possible conditions for conduct of the campaign in this area, the Kansas-Missouri Theatre Association cooperated with the local Allied States unit in setting up the COMPO area organization.

IMPDAA to Meet

(Continued from page 1)

approval of a resolution expressing the organization's sentiments on the death of Burstyn, a founder of the group.

Regarding the French situation, IMPDAA has taken a strong stand against the establishment in the U.S. of a subsidized French distributing agency as part of any new French agreement.

N. T. Divestiture

(Continued from page 1)

June 7, 1953. Divestiture was not completed by that date, and Justice agreed to extend the deadline until Dec. 7, 1953. As of now, it was reported, National has sold 80 of the 105 theatres and three of the five other properties, but needs additional time to finish the disposal program.

'Robe' Dates at 83

(Continued from page 1)

in 30 theatres of the RKO circuit, 25 Skouras theatres, seven Century theatres, six Randforce houses, three independent theatres, two each in Loew's, Brandt, Prudential, and AB-PT houses, and one theatre each of the J.J., Fabian, Cinema and Walter Reade circuits.

Sales, Service

(Continued from page 1)

notice that theatre owners must be free to designate their own sound engineers for the installation of new equipment.

The letter carried the warning that coupling equipment sales and service which excludes Northwest Sound would mean court action. Maxwell has charged that Northwest Sound has been excluded from new installations of stereophonic sound equipment because manufacturers have conditioned sales upon service, insisting that the installations be made by either Altec or RCA.

This conditioning, Maxwell asserts, has been enforced, despite the fact that many exhibitors who have purchased equipment have indicated a preference for Northwest and that since the installations have been made by others, he is handicapped in selling a continuing service contract. Denials of the charges have been made by the two other local dealers, National Theatre Supply and Frosch Theatre Supply. There also was a denial from D. R. Greato, vice-president and general counsel of RCA, who promised an investigation.

May Seek Injunction

Vennum said that if the practices of which Northwest complains are not discontinued, the company will seek injunctive relief in Federal Court and ask treble damages. His letters were sent to National Theatre Supply, Altec-Lansing Corp., Altec Service, RCA Sound Service, Motiograph, Inc., and National-Simplex-Bloodworth.

An official of Altec in New York yesterday said that comments on O. E. Maxwell's allegations in Minneapolis would have to await the arrival here of Altec president George Carrington from Hollywood early next week.

Hall to Prepare

(Continued from page 1)

opens, for CinemaScope tests. Russell V. Downing, Hall president, in commenting on the projected tests, said it is the policy of the house to be ready to play pictures in any medium. He declined comment at this time on whether the Hall has booked M-G-M's first CinemaScope production, "Knights of the Round Table," as a follow to the current Christmas attraction, "Easy to Love."

Meanwhile, the Hall reported that yesterday's business for the opening of "Easy to Love" and its annual Christmas show was good, despite the lack of display newspaper advertisements due to the newspaper strike. The estimated first day's gross was put at $18,000, a figure called comparable to the opening Christmas attractions last year. The Hall, like other Broadway houses and large neighborhood circuits, bought radio and TV time to compensate for the advertising loss in newspapers. The Hall spokesman joined other theatre executives in stating that it was difficult to assay the consquence of the strike on the box-office.

Canadian Circuits of Loew's and FPC Pay Extra Dividends

TORONTO, Dec. 3. — Theatre business in Canada must be good, judging by extra year-end dividends already announced.

Famous Players Canadian Corp. reports that a bonus dividend of 20 cents has been declared on the common shares in addition to the regular 35-cent payment for the final quarter of the year, payable on Dec. 24.

Marcus Loew's Theatres, which has two units in Toronto, declared the regular dividend of $1 for the quarter and added an extra $1, both of which will be paid to holders of common stock on Dec. 31.

The Loew company issued its financial statement for the fiscal year ending Aug. 29, which showed a net profit of $94,188, compared with $4,944 for the previous 12 months.

Perkins and Hall in Altec Drive Leads

Altec's "ServiScope Sales Drive" will terminate Saturday, reports general sales manager L. D. Netter, Jr. The standings, with one day remaining, show C. S. Perkin's Northeastern division maintaining a nine-week lead for division honors, followed in order by Altec's Southern, Western, Central, Eastern and Southwestern divisions.

Branch manager Fred Hall of the Northeastern division is still on top for the managerial prize, with Charles Bosworth, Detroit, and R. E. (Red) Pierce, Boston, in second and third positions.

In the field engineers' race, R. J. Majeske, Central division member working out of Flint, Mich., jumped into the lead from 33rd position.

Manding Heads RKO Philippines Office

Jose O. Manding, acting manager of the RKO Radio office in the Philippine Islands, has been named manager of the office by Alfred Crown, foreign manager of the company. Manding, a native of the Philippines, joined RKO Radio in 1938. He was promoted to the post of acting manager last July, succeeding Ricardo Canals, who was named Far Eastern supervisor at that time.

Columbia Signs Foy For 2 More Films

HOLLYWOOD, Dec. 3. — Bryan Foy and Columbia Pictures have signed a new agreement under which Foy, who has just completed "The Mad Magician" in 3-D, will make two more independent productions for Columbia. He will operate on the Columbia lot.

Ornstein's 2nd Book Will Be Out Dec. 15

William Ornstein, trade press contact at M-G-M, has authored "Deep Currents," his second book, which will be published Dec. 15 by Story Book Press of Dallas. The book actually is a collection of 25 short stories.

Ornstein's first book, "Ma and Me," now is in its second printing.

Reviews

"Captain John Smith and Pocahontas"

(Small-United Artists)

FAMILIAR HOLLYWOOD INGREDIENTS are combined with legend and history to make "Captain John Smith and Pocahontas" standard entertainment. Smith is portrayed by Anthony Dexter and the Indian maid is played by Jody Lawrence, who saves the life of the Englishman when she throws herself between him and the poised axe of his would-be executioner.

The screenplay by Aubrey Wisberg and Jack Pollexfen is told in retrospect by Dexter in the court of King James I. As his story unfolds there emerges a portrait of the unrest in the Jamestown colony. Dexter sets out to make peace with the Indians only to be captured and sentenced to death. At this point the lovely Pocahontas makes her celebrated intervention, and instead of a slaying, there is a wedding.

What follows back at Jamestown for John Smith is both marital bliss and desperate efforts to keep the colony united and stave off Indian assaults. It seems that within the camp there is a small unit which, for its own selfish gain, stirs up trouble and intrigue. The exposure of the unit and the battles with the Indians make for most of the picture's standard excitement.

This Edward Small presentation ends in England where Smith decides not to return to Jamestown where Pocahontas, believing him dead, has remarried.

Wisberg and Pollexfen also produced and Lew Landers directed.

Others in the cast are Alan Hale, Jr., Robert Clarke, Stuart Randall, James Seay, Philip Van Zandt, Shepard Menken, Douglas Dumbrille, Anthony Eustral, Henry Rowland, Eric Colmar, Franchesca di Scaffa, Joan Nixon and William Cottrell.

Running time, 75 minutes. General audience classification.

"Song of the Land"

(United Artists)

A NATURE PICTURE, which lends itself to many exploitation possibilities, is offered in this United Artists release. There is little doubt about the interest-sustaining qualities of a picture such as this.

This is a presentation from producer Henry S. Kesler's editing of some 975,000 feet of color film exposed by naturalists Ed N. Harrison and Frances Roberts. To children, to adolescents, to adults who will appreciate rioting colors and strange species captured in isolated areas by incredibly patient and discerning observers—this will be at times fascinating.

The scenes range from volcanic eruptions and their multi-colored fireworks, to idyllic ranges of pasture and forest and mountain ranges, and the species, from the bears of the Northwest, to the sea lions and pelicans of Southern lands, and the giant and now nearly extinct and certainly pathetic condor bird. The clips showing the eating, mating, and rearing habits of this bird are extensive, interesting, and rare.

Joseph Henry Steele's commentary, narrated by Marvin Miller, is somewhat pedestrian, and in its attempt to bind the varied scenes, is a jumble of platitudes on natural science. The color, by Color Corp. of America, is sometimes too harsh.

Running time, 71 minutes. General audience classification. Release date, Nov. 27.

"The Yellow Balloon"

(Allied Artists) *Hollywood, Dec. 3*

AN intimate study of a small boy is offered in this British import made by Marble Arch Productions for Associated British-Pathe. The indicated public interest in the problems of a small boy could make a good deal of difference in estimates of the trade value of this film, released here by Allied Artists.

Principal character here is a small boy whose response to fears and threats are in consequence of an accident to another small boy. To audiences composed predominantly of persons especially interested in small boys, for family or other reasons, the picture may be expected to yield considerable satisfaction. To the general audience it is likely to seem a drab and drawn-out account of life and crime in a bleak section of London. Some exploitation gains may be had by mentioning to the customers that the boy in the case is played by Andrew Ray, the boy in "The Mudlark."

The film, which is very well made, opens with Ray, a son of substantial working people, snatching a yellow toy balloon from another boy, playfully, and running with it until the pursuing boy falls accidentally to his death. A small time crook who observes the accident tells Ray he will be charged with murder, and thus gains control over the boy, whom he intends to use in a robbery. The story then follows out the natural steps between this beginning and the ending in which, the robbery having gone awry, the crook tries to kill the boy, to silence him, and instead loses his own life in attempting to escape from police.

Production was by Victor Skutezky, direction by J. Lee Thompson and the script by the latter and Anne Birnaby.

Others in the cast include William Sylvester, Kathleen Ryan, Kenneth More, Veronica Hurst and Stephen Fenemore.

Running time, 79 minutes. General audience classification. November release.

Romulus Sets 3 for U. S.

HOLLYWOOD, Dec. 3.—Romulus Films will produce three films primarily for the American market and featuring American players. They are "Wine of Etna," "Story of Esther Costello" and "Carrington, V. C."

SDG Dinner Jan. 24

HOLLYWOOD, Dec. 3. — The third annual formal awards presentation dinner and dance of the Screen Directors Guild will be held on the evening of Jan. 24, at the Biltmore Bowl.

Buffalo, Minneapolis Variety Clubs Elect '54 Chief Barkers

Variety Club news from various sections of the country tell of the election of chief barkers in Minneapolis and Buffalo as well as stepped up social activities in other cities.

LeRoy Miller, Minneapolis branch manager of Universal Pictures, was elected chief barker of the Variety Club of the Northwest. The board of directors of the Variety Club of Buffalo selected as its chief barker Billy Keaton, well known personality on radio station WGR.

Form Cincinnati Auxiliary

In Cincinnati, the Variety Club ladies auxiliary, sponsored by Tent No. 3, as authorized at the international convention in Mexico City last May, will be organized at a luncheon-meeting this week.

Baltimore Tent No. 19 will hold its annual banquet at its clubrooms on Saturday. Governor Theodore McKeldin of Maryland has been invited. Rodney Collier and William G. Myers, both ex-chief barkers, are co-chairmen.

The Memphis Variety Club has elected as directors Ben Bluestein, M. H. Brandon, Gil Brandon, Fordyce Kaiser, Alton Sims, Jack Sawyer, George Simpson, Tony Tedesco, M. A. Lightman, Jr., Howard Nicholson and Nate Reiss. Officers will be elected next week by this group.

Albany Committee Named

A nominating committee for the Albany, N. Y., Variety Club crew election on Dec. 14 has been appointed by chief barker Jules Perlmutter. It consists of Harry Lamont, Saul J. Ullman, Neil Hellman and Charles A. Smakwitz, all ex-chief barkers.

A crew of 11 will be chosen. They in turn will select officers for 1954.

Report Interest High In Dallas V. C. Meet

DALLAS, Dec. 3. — Enthusiastic interest in the forthcoming Variety Clubs International convention to be held in Dallas March 22-25 is reported by a seven-man delegation of the Variety Club of Dallas following that group's visit to Variety tents in Washington, Pittsburgh and St. Louis.

The delegation was headed by general chairman John Rowley and chief barker C. A. Dolsen and also included Al Reynolds, Kendall Way, Charles E. Darden, Jack Bryant and Frank Bradley. Details of the Dallas program were outlined and additional information was offered regarding train service to Dallas from various sections of the country.

ABC Sued by Iturbi For TV Film Showing

Pianist Jose Iturbi has filed a suit for $100,000 damages in U.S. Federal Court here against American Broadcasting, charging that the showing of a short subject, which he had made in 1939 for Artists Films, Inc., on the ABC-TV network had prevented his making his "live" debut on television.

Iturbi claimed that he had not granted television rights for the short subject and that all reference to him as a personality had been omitted from the film.

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 74. NO. 108 NEW YORK, U. S. A., MONDAY, DECEMBER 7, 1953 TEN CENTS

Tradewise . . .

By SHERWIN KANE

THE WALL STREET JOURNAL which, for reasons presumably best known to itself, gives the impression of being not only willing, but anxious, to publish a downbeat story on motion pictures, gave out with the following on page one last Thursday:

•

"Goggle-plagued 3-D's decline has been as precipitate as its rise. Only a year ago crowds stormed theatres to see the amateurish 'Bwana Devil,' initial feature filmed by this method. Studios revamped schedules hastily and ground out 33 films in 3-D. *Today, none has a picture in this medium scheduled* —evidence of the public's cooling on having to wear spectacles to see films. 'It's obvious 3-D has had its day,' says a big studio official."

Had the Wall Street Journal published that item two or three months ago it would have been relatively accurate. Today, as all the industry and a large segment of the theatre-going public is aware, the actual situation is just the reverse.

•

A quick glance at "Motion Picture Herald's" current release chart shows at least 14 features in 3-D scheduled for current or December to early January release; including such fine films as MGM's "Kiss Me Kate," Hal Wallis-Paramount's "Cease Fire," Warner's "Hondo," and not including Columbia's upcoming "Miss Sadie Thompson," for which the release date has not yet been set.

Members of the industry, aware of the current upbeat in the fortunes of 3-D, may be forgiven for wondering whether everything to be read in the Wall Street Journal is as accurate as its news of the state of the motion picture industry.

•

Otherwise, the item can be ignored because, even in a strike period when the major New York newspapers are not available, too little of the motion picture audience to matter will be misinformed by the item.

Oppose Repeal

Attacks Ticket Tax Surrender To the States

WASHINGTON, Dec. 6.—A top Treasury Department official said proposals that the Federal government surrender the admission tax and several other excise levies to the states and cities "have serious implications for the budgetary position of the Federal government."

He also noted that there is a question as to whether the states and cities would actually be able to move in when the Federal government moved out. While his remarks did not say it in so many words, they indicated strongly that the Treasury will continue to oppose complete repeal of the Federal

(*Continued on page 4*)

'U' Executive Sales Meeting Under Way Today at the Studio

HOLLYWOOD, Dec. 6.—Seventy executives and sales heads of Universal Pictures are here for a national sales conference which will get under way tomorrow at the studio. Charles J. Feldman, general sales manager, will preside at the sessions which will be attended not only by domestic branch and district managers, but also by the company's foreign sales executives.

In addition to Feldman, executives who will address the meetings include Milton R. Rackmil, president; N. J. Blumberg, chairman of the board;

(*Continued on page 4*)

Census Bureau Adds To Theatre Data

WASHINGTON, Dec. 6. — The Census Bureau has decided to expand slightly the information it hopes to gather annually on theatre business.

The Bureau said it hoped to make a yearly survey of theatre business, getting information on total theatre receipts, total receipts from admissions, amount of admission taxes, number of admissions and seating capacity. The Bureau invited exhibitors to take a look at the proposed census forms by writing for copies to the Census Bureau here. It said any suggestions for changes in the forms should be submitted in writing.

CinemaScope Shorts To Be Made by 20th

HOLLYWOOD, Dec. 6.—Organization of a new 20th Century-Fox department to produce short subjects in CinemaScope, with color in Technicolor, was announced here by Darryl F. Zanuck, production vice-president.

Otto Lang, company producer, will organize the new department, which will produce shorts encompassing travel, music, spectacles and major topical events. First subject in CinemaScope to be completed is "Vesuvius Express," filmed by Lang and cinematographer Charles Clarke in Italy.

Compo Dues Report Dec. 14

The dues drive of the Council of Motion Picture Organizations will end today and reports on the collections and pledges will be made in each exchange city next Monday. On that day, branch managers will meet and submit the reports of their salesmen who, last week, covered their respective territories, calling on alloted exhibitors. The distribution chairman in each city will then forward the collection tabulation to COMPO's headquarters in New York.

The canvass covered every exhibitor in the United States. The dues this year were scaled downward 25 per cent from those of last year. A large portion of the dues is expected to be used in the forthcoming campaign to repeal the Federal 20 per cent admission tax.

There was no indication at the weekend as to the success the salesmen had in their calls on the nation's theatres.

3-Day Meeting for M-G-M Promotion

A three-day meeting of M-G-M's promotional department heads has been called by Howard Dietz, vice-president, to discuss plans for the release of "Knights of the Round Table," M-G-M's first CinemaScope production, its 30th anniversary drive, and other promotion activities for the first half of 1954.

The first session will start tomorrow in Dietz's office here. The world premiere of "Knights" at the Hollywood Egyptian Theatre on Dec. 23, as well as Christmas openings will be discussed. Among those who will at-

(*Continued on page 4*)

Media Question

CinemaScope Policy of W.B. Seen 'Flexible'

Circuit Film Buyers Tell Of MGM 'Knights' Plan

By MURRAY HOROWITZ

Warner Brothers plans a flexible release of its CinemaScope productions, distributing such pictures for one-track sound equipment and in conventional form, it was learned here at the weekend from circuit film buyers, who said they had been so advised by the company.

The same sources said that M-G-M plans to confine its release of "Knights of the Round Table" and "Rose Marie" to CinemaScope in the first year and following that, it was stated, the M-G-M CinemaScope productions will be available in conventional form. They ascribed this information, too, to company sources.

Distribution executives of neither Warner Brothers nor M-G-M could

(*Continued on page 4*)

Will Test Multiple Aspect Ratio Lens At Paramount Here

Experimentation with a multiple aspect ratio lens and a screen masking process will be conducted shortly by American Broadcasting - Paramount Theatres at the company's New York flagship, the Paramount Theatre.

The tests are to be in conjunction with Paramount's booking of "Command," the first Warner Brothers CinemaScope production, which is slated to open at the Paramount on

(*Continued on page 4*)

Sees Market Only For Top 3-D Films

A market for a minimum number of top quality 3-D pictures in the coming year was predicted here at the weekend by Edward L. Hyman, vice-president of American Broadcasting-Paramount Theatres, the AB-PT executive who heralded the arrival of "Bwana Devil," the first 3-D feature. He estimated a good over-all market

(*Continued on page 4*)

Personal Mention

GEORGE F. DEMBOW, vice-president and worldwide sales director of National Screen Service, has arrived in Hollywood from New York and Dallas.

•

ADM. RICCARDO PONTREMOLI, executive director of Thetis Films, and RALPH SERPE, director of the television division of Italian Films Export, will arrive in Hollywood today from New York.

•

SAMUEL GOLDWYN, JR., television producer for Columbia Broadcasting System, became a father for the second time when his wife gave birth to a son last Thursday at Doctors Hospital here.

•

HARRY F. SHAW, division manager for Loew's Poli-New England Theatres, will serve as master of ceremonies tonight at the first annual city-wide amateur show sponsored by the New Haven Boys Club.

•

ROY BOGAN, assistant manager of the Grand Theatre, Chicago, is recovering from a wound received in a holdup two weeks ago.

•

ROBERT WYLER, brother and production associate of WILLIAM WYLER, Paramount Pictures producer-director, returned here from England.

•

OLIVER C. BROUGHTON, M-G-M traveling exchange maintenance representative, will arrive in Charlotte today from Atlanta.

•

LOUIS DE ROCHEMONT sailed from New York Friday on the "United States" for France, Switzerland and Italy.

•

NATHAN E. GOLDSTEIN, New England circuit operator, and MRS. GOLDSTEIN have left Springfield, Mass., for Sarasota, Fla.

•

RHODA SCHREFFRES, secretary in the exploitation department of 20th Century-Fox, has announced her engagement to EDWARD SILVERMAN.

•

L. D. NETTER, JR., Altec Service Corp. general sales manager, has left here for Atlanta and New Orleans.

•

CHARLES KOONCE, of Coronet Films, Chicago, has left there for Atlanta.

FRB Sees No Action Vs. Transamerica

WASHINGTON, Dec. 6. — The Federal Reserve Board said it had decided to take no further anti-trust action against Transamerica Corp.

This decision was foreshadowed last Monday when the Supreme Court refused to review a lower court order throwing out the board's anti-trust suit against the West Coast bank holding company. "Under the circumstances," the board announced, "the board has decided that no further action will be taken in this proceeding."

RCA's 'Sight' Tape 'Interesting': Curtis

ROCHESTER, N. Y., Dec. 6. —Gen. E. P. (Ted) Curtis, Eastman Kodak vice-president, back here at the weekend after attending RCA's "sight" tape recording in color and monochrome at Princeton, N. J., last week, said he regarded it as an "extremely interesting laboratory demonstration."

In reply to a question, Curtis said that Eastman has been making magnetic tape at its plant in France but as of now has not been interested in its manufacture here.

Richard Yates a 'VP' Of Video Affiliate

Richard G. Yates has been elected a vice-president of Hollywood Television Service, Inc., a subsidiary of Republic Pictures, Earl R. Collins, Television Service president, disclosed here at the weekend. Yates will handle Eastern sales.

Yates, who was previously assistant director of sales of Republic Pictures, assumes the post formerly held by Morton W. Scott, now president of Studio City Television Productions, which will release all of its television productions through Hollywood Television Service. Yates, who will also serve as executive assistant to Collins, will have headquarters at the Republic home office here.

Collins reported that within a month Hollywood Television will offer a series titled "The Greatest Outlaws of the Century," consisting of "Billy the Kid," "Belle Starr," "Frank and Jesse James" and "Quantrill and His Raiders." Five additional series are now in various stages of production.

Review 'Best Years' On Wide-Screens

Samuel Goldwyn's "The Best Years of Our Lives" will be projected on a wide-screen for critics, columnists and commentators here and in Hollywood tonight and tomorrow.

Tonight Goldwyn and Mrs. Goldwyn in Hollywood will be hosts at a dinner for wire service columnists, preceding a showing of the film. Tomorrow night the RKO Radio release will be shown on a wide-screen at the RKO 58th Street Theatre here to 150 representatives of the trade press, TV and radio programs, magazine editors and newsmen.

Schwartz and Brooks V. C. Co-chairmen

Co-chairmen at the installation luncheon of Variety Club Tent No. 35, New York, to be held Friday at the Hotel Piccadilly, will be Fred J. Schwartz, president of Century Circuit, and Bernard Brooks, Fabian Theatres executive. Jack Beresin, chief barker of Variety Clubs International, will be the installation officer at the induction of Edward Fabian as chief barker.

S. L. Weaver Elected President of NBC

Election of Sylvester L. Weaver, Jr., to the presidency of National Broadcasting Co. was announced at the weekend by David Sarnoff, chairman of the board of NBC and RCA, following a meeting of the board. The election of Robert W. Sarnoff as executive vice-president also was announced.

Weaver will fill the post left vacant earlier this year by Frank White who asked to be relieved of the duties because of ill health. David Sarnoff has been serving as president since that time.

Joined Network in 1949

Weaver joined NBC in 1949 as head of its television operations after 23 years in the broadcasting and advertising business, including service as vice-president in charge of broadcasting for the Young & Rubicam agency and advertising manager for the American Tobacco Co. He was put in charge of both radio and television networks for NBC in the summer of 1952, and became vice chairman of the board in December of that year.

Robert Sarnoff, son of David Sarnoff, joined NBC in 1948 after several years with the Cowles publications, and has been serving as vice-president in charge of the NBC film division and as Weaver's executive officer.

Stanley Kramer to Form New Firm

HOLLYWOOD, Dec. 6.—Corporation papers will be filed tomorrow in Sacramento for Stanley Kramer Pictures Corp., with Stanley Kramer president; Samuel Zagon vice-president; Anne Kramer secretary and Earl Kramer treasurer.

Hold Burstyn Rites; Burial in Cleveland

Funeral services were held here yesterday for Joseph Burstyn, foreign film distributor, who died on a Paris-bound plane on Nov. 29. Bosley Crowther, film critic of The New York "Times," delivered the eulogy at the rites which were held in the Riverside Memorial Chapel. Burial will be in Cleveland.

A large number of industry representatives were present. Joseph E. Levine, president, and Joseph Wolf, vice-president of Embassy Pictures of Boston, New England distributors of some of Burstyn's product, were among those from out-of-town.

50 More Theatres Order Stereo Sound

CAMDEN, N. J., Dec. 6.—An additional 50 theatres in all parts of the country will be equipped with RCA stereoscope sound for early CinemaScope programming, RCA discloses.

Many of the installations are being made by technicians of the RCA Service Co.

Stock Quotations

Trading volume and closing prices of amusement issues on the New York and American Stock Exchanges, Friday, Dec. 4. (Courtesy of Fahnestock & Co., Rockefeller Center branch.)

N. Y. Stock Exchange

ISSUE	CLOSE	VOL-UME	NET CHANGE
AB-PT	15⅝	2,100	—⅛
Decca	9⅝	4,100	—⅛
Eastman	45¾	6,900	+½
Loew's	12⅝	2,600	....
Nat'l Theatres	7	5,800	—⅛
Paramount	27½	1,600	....
RKO Pictures	3⅛	6,100	+⅛
RKO Theatres	5	9,100	....
Republic	3¼	8,300	+⅛
Stanley Warner	10⅜	400	—⅛
20th-Fox	19⅜	2,100	....
Universal	17⅛	4,000	....
Warner	13	3,500	....

American Stock Exchange

Monogram	4¾	8,000	+⅜
Technicolor	15	7,600	—⅛

'Mike' Dolid Retiring, Moving to Florida

I. F. (Mike) Dolid, head of Warner's contract department and coordinator of field activities for the home office, will leave his post on Friday and will take up residence in Florida.

Dolid has been associated with Warner Brothers since 1923 and during his 30-year tenure he handled numerous sales department duties prior to his present position.

Upon leaving the company, Dolid and his wife will take up residence in their new home in Miami. His daughter, who teaches school in Port Washington, will remain in New York.

Dolid will be given a testimonial dinner by executives and members of the Warner home office staff tomorrow evening at New York's Shelburne Hotel.

Set Special Showings Of Disney 'Package'

A series of special previews for exhibitors and "opinion maker" groups has been arranged for Walt Disney's "The Living Desert" in over a dozen key cities, Leo F. Samuels, general sales manager of Buena Vista Film Distribution Co., announced.

The previews of the feature and supporting subject, "Ben and Me," will be held during the next two weeks in Chicago, Detroit, Washington, Cleveland, Atlanta, Dallas, Boston, Philadelphia, Columbus, Miami, Los Angeles, San Francisco and Portland. Samuels and his sales assistant, Irving H. Ludwig, left over the weekend to attend the showings in Detroit, Chicago, Dallas, Atlanta and Miami.

'Money' to Be Shown In 2-D on 1st Dates

Because of a shortage of prints, the Martin and Lewis starrer, "Money from Home," will be released initially in 2-D for its Dec. 31 engagements.

The Hal Wallis production, released by Paramount, will be available in 3-D during the first week of February.

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Love's new sweet song
True love never did run smoothly—
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Hollywood 38, California

Warner Bros.

(*Continued from page* 1)

be reached for comment at the weekend. The reported plans of WB and M-G-M on their CinemaScope productions answer in a large measure exhibition recommendations that CinemaScope productions be made available for one-track sound equipment and also in conventional form for those theatres which have not converted, lack the capital to convert, or find it impractical to renovate.

The reported plans of WB and M-G-M represent a deviation from the announced policy of 20th Century-Fox to concentrate solely on the production and distribution of CinemaScope films. Twentieth-Fox has agreed, however, to test a one-track sound version of "The Robe" against the stereophonic sound version in a number of situations next month.

Film buyers said that M-G-M plans what they called "de-luxe" distribution of their CinemaScope productions in the first year. This first-year distribution, it was stated, will be followed by releasing the CinemaScope pictures in conventional form.

Warner Brothers' aim, it was stated, will be to release all of its pictures, including those in CinemaScope, in conformity with the theatre's desire on how it wants to project the film.

Top 3-D Films

(*Continued from page* 1)

for approximately six top 3-D pictures per year, all of excellent caliber.

Hyman, in his forecast, recalled his warning at the time of the "Bwana Devil" release that future 3-D pictures should have more than the novelty ingredient to sell to the public. Unfortunately, he added, his warning went unheeded and many 3-D pictures lacked other necessary qualities until exhibitors, seeing the way the wind was blowing, played those pictures available in 3-D in conventional form. Hyman added that currently there are a number of top quality 3-D pictures.

Astrolite Screens to Americas and Europe

CHICAGO, Dec. 6.—Magniglow Astrolite Screens now are used in every major country of North and Central America and Europe, according to Harry Eller, president of Radiant Manufacturing Corp., producer of the screen used for wide-type projection. Most of the screens sent outside the United States, said Eller, went to France, Italy, Switzerland, Belgium and Mexico.

Review

"Wicked Woman"

(United Artists)

THE CLARENCE GREENE and Russell Rouse team turn their talents to a more prosaic theme in this film, that of a woman who is no better than she behaves. Beverly Michaels, a tall, electric blonde, plays the loose lady and she generates probably as much sex appeal as the screen will allow. She's helped considerably by the camera, which photographs her long and often in detail.

From her first provocative descent from a bus into a small town, it's obvious that she's a well-traveled girl and that this is just another stopover on her way to nowhere. She rents a room in a seedy boarding house where she doesn't go unnoticed by one of the middle-aged tenants. And her quest for a job is successful when she's hired as a bar girl. The boss is Richard Egan, young, good looking, making money and married. The latter is no barrier to her ambitions and she convinces him of her attributes. They plan to run away to Mexico and because the wife owns half of the business they concoct a scheme to get the money.

Miss Michaels poses as his wife when they sell the bar. Everything seems to be working smoothly until fate in the person of the little man from the boarding house intervenes. The plan blows up in their faces and Egan goes back to his wife while Miss Michaels boards another bus for any place.

Egan convincingly portrays the man caught in Miss Michaels' tantalizing web. And Percy Helton as the leering tenant is also helpful in creating the sordid atmosphere desired. The picture is one obviously not for the juvenile trade, but its exploitable angles are apparent. Despite its lack of names and generally modest production, "Wicked Woman" is well made and holds interest, although it doesn't have the ingenuity of Greene's and Rouse's other films. Greene produced, Rouse directed and both collaborated on the screenplay.

Others in the cast are Evelyn Scott, Robert Osterloh, William Phillips and Frank Ferguson.

Running time, 77 minutes. Adult audience classification. Release date, Dec. 9.

Paramount Test

(*Continued from page* 1)

Jan. 15. One of the lenses being considered, it was said, offers five different aspect ratios. It was also learned that an alternate lens of a different manufacturer, the identity of which was not disclosed, is being considered, too.

The purpose of the new lenses and the masking process, it was explained, is to make the screen adaptable to a particular scene in a CinemaScope film, with intimate scenes projected on a smaller screen surface and spectacular scenes on the full CinemaScope size. In that way, it was said, the screen could be adapted as another means of reflecting the different dramatic content of the film.

Para. Party Dec. 24

Paramount Pictures' annual employes Christmas party will be held on the afternoon of Dec. 24 in the Hotel Astor here, it was announced by Charles Hickey, president of the Paramount Pictures Club. Other committee members are Monroe R. Goodman, Herb Steinberg, Sid Mesibov, Burt Champion, Helen Duffy, Pauline Nanista and Paul Ackerman.

'U' Sales Meet

(*Continued from page* 1)

Alfred E. Daff, executive vice-president; Edward Muhl, vice-president in charge of production, David A. Lipton, vice-president, and Adolph Schimel, vice-president and general counsel.

Muhl will announce that James Stewart has been set for another picture, entitled "Sonora," to be made during 1954, to be filmed in color by Technicolor, produced by Aaron Rosenberg, directed by Anthony Mann and written by Borden Chase.

In addition to attending daily meetings, all will see a preview of "The Glenn Miller Story" at the Pantages Theatre on Thursday. They also will attend the studio's own talent show, "Inside U-I, 1953," tomorrow night.

Wide-Screen Offered For Pete Smith List

HOLLYWOOD, Dec. 6.—Transference of Pete Smith's new season's pictures to 1.75 wide-screen, in addition to regular size printing, has been completed. Smith subjects getting the wide-screen treatment are "It Would Serve 'Em Right," "This Is A Living?," "Landlording It," "Film Antics," "Things We Could Do Without," "Ain't It Aggravatin'," "Fish Tales," "Do Someone A Favor" and "Safe at Home."

Sees NCAA Limiting Home TV Next Year

A prediction that the National Collegiate Athletic Association will vote by an overwhelming majority to continue restricted television of college football games next year, was made by Asa S. Bushnell, chairman of the NCAA TV committee, here.

"More than 90 per cent of the NCAA's member colleges," he said, "approve the current TV policy." The NCAA will meet in January, when the TV issue again will be ruled upon

Tax Surrender

(*Continued from page* 1)

admission tax next year, even if it does recommend a reduction, as President Eisenhower promised.

The remarks were made by Kenneth W. Gemmill, assistant to the Secretary of the Treasury and the Department's top legal expert on tax revision. The remarks were delivered before a tax symposium at Princeton, N. J., as part of a paper on overlapping Federal, state and local taxes.

Cites Overlapping

Gemmill noted that the excise field is shot through with overlapping taxes. In recent years, he said, spokesmen for state and local governments have urged the Federal government to relinquish or reduce particular excise taxes.

"Particular stress is being placed on the taxes on admissions to places of amusement and local telephone calls," he said. "These recommendations stem largely from the fact that these taxes are suitable for local use without risking the imposition of a serious competitive disadvantage on the businesses of the communities employing them. They raise the question whether Federal withdrawal from these fields would effectively open the way to their use by local governments." Gemmill pointed out that in fiscal 1953, the taxes on amusements and local telephone calls produced over $750,000,000.

Gemmill said there is a special Presidential commission now studying Federal-state tax relations.

Move Started by Mason

The tax expert's remarks stemmed from a recent proposal by Representative Mason (R. Ill.), who sponsored the admission tax repeal bill this year. He suggested that the government turn the admission tax field over to states and cities. The suggestion was one point in a plan that Mason, a member of the House Ways and Means Committee, presented to the government commission studying overlapping state and Federal taxes.

1953 Admission Taxes Are Down $17,986,254

WASHINGTON, Dec. 6.—Admission tax collections on amusements for the 1952-53 fiscal year amounted to $312,830,598, or $17,986,254 less than those of the previous year. In 1951-52, tax collections totalled $330,816,852.

M-G-M Meeting

(*Continued from page* 1)

tend the meetings are Silas Seadler, Dan Terrell, Emery Austin, Oscar Doob, Edward Churchill and O. C. Kingsbury, the latter two from Donahue & Coe, advertising agency, and representatives of M-G-M Records, radio station WMGM, affiliated music companies and Loew's Theatres.

Akron Tax Eliminated

AKRON, Dec. 6. — The Akron City Council has revoked the three per cent local amusement tax which, reportedly, netted the city approximately $60,000 annually. Repeal of the tax came in response to appeals of theatre owners and managers, who pointed out that of the 38 theatres in operation in 1940, only 18 remain.



Scenes from 'Indiscretion of An American Wife'



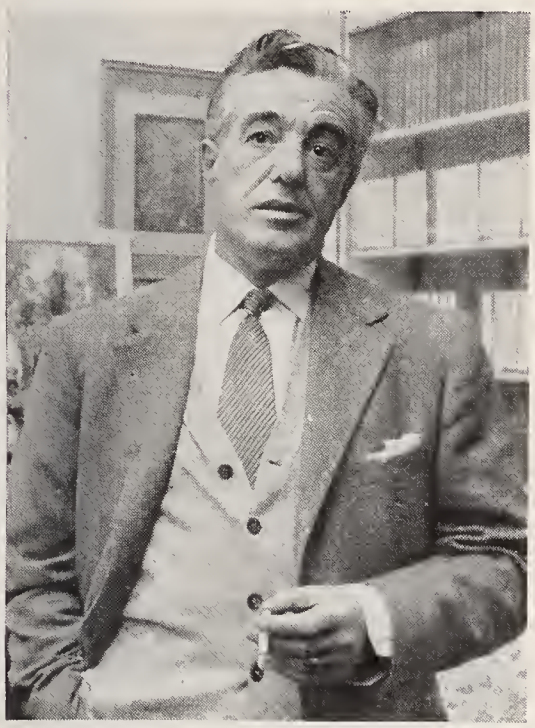




"INDISCRETION OF AN AMERICAN WIFE," produced and directed by Vittorio de Sica, was made in Rome, predominantly in that city's train terminal. Made in association with the Selznick Studio, it co-stars Jennifer Jones and Montgomery Clift. Above, left, Miss Jones stands at a ticket window in the terminal. Above, she is shown with Clift in a station platform scene and, at right, in one of the numerous love scenes from the picture. The story relates the love affair between a young Philadelphia wife and an Italian-American professor who meet in Rome.



MONTGOMERY CLIFT, currently to be seen in the highly successful "From Here to Eternity," is shown at right in one of the film's tense scenes being questioned by police after having been apprehended. Gino Cervi, leading Italian film and stage star, known for his roles in "Fabiola" and "The Little World of Don Camillo," plays the police commissioner who helps decide the fate of the lovers when they are faced with disgrace.



VITTORIO DE SICA, prominent producer-director of the Italian motion picture world, has undertaken his first American-language film in "Indiscretion of An American Wife." Some of his best known earlier productions, given warm critical and audience receptions in America, include "Shoe Shine," "The Bicycle Thief" and "Miracle of Milan."

'INDISCRETION' was filmed entirely at night, during the hours between midnight and five a.m., when Rome's Termini Station was closed. Scene below shows de Sica crouched beside a camera giving directions to Miss Jones and Clift in preparation for shooting of a sequence. With the restricted hours, production was in progress over an eight-week period.



PRELUDE TO SHOOTING. de Sica was faced with a problem in directing "Indiscretion" in English. Scene above shows the Italian producer-director carefully, if laboriously, emphasizing a point to Clift as Miss Jones listens. de Sica frequently resorted to French in conversing with Clift; used interpreters to communicate with Miss Jones.



Paper Prints Being Converted to Film By New Process

WASHINGTON, Dec. 6. — The Library of Congress said a process has been developed which can convert the paper prints of early motion pictures to durable, modern films.

The Library said this will insure the preservation of the historic films made between 1894 and 1912. Otherwise, it declared, most of these films would soon be lost.

Library officials explained that when films were invented in 1894, there was no provision in the copyright law to give them copyright protection, but there was a provision for the registration of copyright claims for photographs. A number of motion picture producers therefore sought to protect their works by making paper contact prints from 35mm. film and depositing these paper prints with the Copyright Office in the Library. This practice was followed until 1912, when the law was amended to permit registration of motion pictures.

Weismuller Signs For 3 'Jungle Jims'

HOLLYWOOD, Dec. 6.—Johnny Weismuller will star in three "Jungle Jim" films in accordance with an agreement just signed with Sam Katzman, who has arranged with King Features Syndicate for production rights to the newspaper strip. It will mark the seventh year that Weismuller will play the title role in three of these films.

19 New TV Stations Added to Network

During November, 19 stations in 18 cities were added to the Bell System's nationwide TV network facilities. With the addition of these stations network service is now available to 230 stations in 143 cities, reports Ralph L. Helmreich, director of long lines operations of A. T. & T.

During the month applications were filed with the Federal Communications Commission for permission to construct a second section of a new microwave route from Boston to Lewiston and Bangor, Me., and to provide additional TV channels between Albany and Buffalo.

All Seetions Represented

Stations added during November include: KCEN-TV, Temple, Tex., KROC-TV, Rochester, Minn., WHEC-TV and WVET-TV, Rochester, N. Y., KTVQ, Oklahoma City; KLZ-TV, Denver, WJMR-TV, New Orleans; WIS-TV, Columbia, S. C., WNOW-TV, York, Pa., WCIA-TV, Champaign, Ill., KGTV, Des Moines; WIBW-TV, Topeka; WKJG-TV, Ft. Wayne; Ind., KFDA-TV, Amarillo, Tex., WSIX-TV, Nashville; KCRI-TV, Cedar Rapids; WIRK-TV, West Palm Beach, Fla., WJBF-TV, Augusta, Ga., and WITV, Ft. Lauderdale, Fla.

Trans-Lux Dividend

A dividend of 15 cents a share on the common stock of Trans-Lux Corp. has been declared by the company's directors, payable on Dec. 18 to stockholders of record on Dec. 10.

EVERYBODY WHO IS ANYBODY
IS GOING TO THE
FIRST ANNUAL
CELEBRITY BALL
NEW YEAR'S EVE
SERT ROOM, WALDORF ASTORIA

Midnight Supper
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To Combat Epilepsy:
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for the benefit of the
Entertainment Industry's Own Charity
VARIETY CLUB FOUNDATION
TO COMBAT EPILEPSY
140 West 58th Street, New York 19, N. Y.

Cite Exhibitors For Promoting Bond Sales

First California theatremen to be cited by the Treasury Department in its plan to honor exhibitors for their work in promoting the sale of U. S. Savings Bonds are Charles Skouras, National Theatres; Fred Stein, United Artists Theatres, and Homer Gill of Bakersfield.

Citations are being presented at local performances of "Cash Stashers," a Pete Smith M-G-M pieture made with the eooperation of the Treasury Department, showing the millions of dollars lost annually by those who hide money in "old shoe boxes" instead of buying bonds. To date, eitations have been made in 14 states.

Ask More Expénse Data on Returns

WASHINGTON, Dec. 6.—A House Ways and Means Sub-committee has recommended that the tax laws be changed to require businessmen to keep detailed records of the expense deductions they claim on their tax returns.

The sub-committee, which has been studying tax administration and which today issued a final report setting forth its recommendations, noted that a 1930 court decision required the Revenue Bureau to allow reasonable deductions even without substantiating. It urged that the law be amended to prohibit deductions not supported by reasonable evidence.

It also urged that the Commissioner of Internal Revenue require taxpayers to keep more detailed records of their income sources; that he enforce requirements of the present law that persons inform the Bureau of any payments of more than $600 a year for goods or services; that judges hand out stiff jail sentences for tax fraud cases and that Congress toughen the penalty for willful failure to file a tax return.

Coast Union Weekly Oct. Average $116.40

HOLLYWOOD, Dec. 6. — Craft union workers in studios averaged weekly earnings of $116.40 in October, the State Department of Industrial Relations has reported, with the work week averaging 41.5 hours. September figures were $107.40 for 38.6 hours. October last year averaged $115.76 for 42.2 hours.

Preminger Will Film Shaw, Cain Novels

Otto Preminger will produce and direct in Europe George Bernard Shaw's "The Doctor's Dilemma" and James M. Cain's "Galatea." Rights to both novels have been acquired by Preminger, who is expected in New York from Europe today. He will remain here until the end of the year.

'Cop' Next for Filmakers

HOLLYWOOD, Dec. 6. — "The Story of a Cop," an original by Paul McNamara, has been selected by Filmakers as its next production. Shooting will start, under the direction of Collier Young, on Jan. 4.

Mexican Production Faces Worst Year In Two Decades

MEXICO CITY, Dec. 6. — The present year, apparently, will be the worst period for the Mexican film industry since the production of the first spoken film here 23 years ago. The bleak expectancy is based upon the report of the National Cinematographic Board, whieh points out that of the 53 pictures made during the first half of 1953, only 16 have been released. Of the 16, said the board, only one has done well at the box-office. That one is "Mr. Photographer," featuring "Cantinflas."

Trade opinion is that 1953 production will not exceed 100 films and that not much can be expected of these pictures.

Hollywood, it is pointed out, dominates local screens, commanding some 58.1 per cent of the playing time. Mexican films, according to the report, comprise 20 per cent; Spanish, 9.3; French, 6.5; Italian, 6.3, and British and Guatemalan, one pieture each.

Weekend Policy Set For 5 Schine Houses

ROCHESTER, N. Y., Dec. 6.— Five of Schine's local theatres will be open only on weekends, under the second experimental plan adopted this month by the local management of the circuit. Irving Cantor, local manager, stated that the State, West End, Cameo, Lake and Fairport theatres will be opened only Fridays, Saturdays and Sundays during the Christmas holiday season.

The management recently re-opened the Cameo and Lake, which had long been closed, and established operation on an all-week basis. Now the seven-day Schine theatres are the Riviera, Madison, Monroe, Liberty, Rialto and Grand. Cantor indicated that the former schedule of the present weekend-only theatres may be resumed after New Year's.


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New York - Paris $290
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ACROSS THE U.S AND OVERSEAS...
FLY TWA

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 74. NO. 109 NEW YORK, U. S. A., TUESDAY, DECEMBER 8, 1953 TEN CENTS

Growing Effect

Press Strike Takes Toll at Theatres Here

Subsequent-run Houses Seen Mostly Affected

The continued New York newspaper strike has taken its toll on theatre grosses in the Metropolitan area, according to a consensus of opinion among most Broadway and circuit executives yesterday.

The lack of display advertisements is most keenly felt by subsequent-run houses, a spokesman for Trans-Lux stated. The Trans-Lux official said that at the beginning of the strike, now in its 10th day, there was little effect at the box-office, but grosses

(*Continued on page 3*)

United Artists Will Again Distribute Kramer's Product

Stanley Kramer has concluded a deal to distribute his independent motion pictures through United Artists, it was announced by Arthur B. Krim, president of U. A. Kramer will operate under the banner of Stanley Kramer Pictures Corp. Headquarwill be selected within the next few days.



Stanley Kramer

In returning to his own independent enterprise, Kramer rejoins the releasing company with which he started in the industry with "Champion" and "Home

(*Continued on page 6*)

Bar B. & K. 'Knights' Day-Date with 'Robe'

CHICAGO, Dec. 7.—Federal District Court Judge Michael Igoe today ruled that "Knights of the Round Table" cannot play day-and-date with "The Robe" at Balaban & Katz first run theatres. M-G-M had requested unlimited-run permission from the

(*Continued on page 6*)

Skouras Sees $3,500,000 British Gross for 'Robe'

LONDON, Dec. 7.—Spyros Skouras, 20th Century-Fox president, predicted a British gross of £1,250,000 ($3,500,000) for "The Robe" before leaving here for the Continent. If realized, the figure would set a new all-time record for a film in this country.

Despite exhibitor resistance here to 20th-Fox's requirement of stereophonic sound installations for CinemaScope presentations, surveys of suitable theatres are progressing throughout the country to determine their adaptability to the 20th-Fox system.

It is understood that J. Arthur Rank's Odeon-Gaumont circuit contemplates making CinemaScope installations in 50 or so theatres in addition to the 10 already announced.

Influential independents like Alfred Black, whose operations include a 2,500-seater in the far

(*Continued on page 3*)

British Industry Presses Action on Ticket Tax Relief

By PETER BURNUP

LONDON, Dec. 7.—Leading trade associations here will endeavor to agree tomorrow on proposals for entertainment tax relief to be presented to Chancellor of the Exchequer Richard A. Butler in the next week or two. Butler is scheduled to leave for Australia in early January to attend the Commonwealth Finance Conference.

Producers and exhibitors have agreed that a tax abatement of £7,000,000 ($19,600,000) will be necessary to put the industry on a sound financial footing. A wide divergence of viewpoint has developed, however, between the two parties as to how the abatement should be made.

Producers have proposed a flat-rate

(*Continued on page 3*)

Harper Rejoins MGM As Sales Executive

Richard A. Harper has rejoined M-G-M as a sales executive, having left the company in 1952 to become associated with the Jamestown Amusement Co. He will serve as assistant to Charles M. Reagan, in charge of domestic distribution, and to Edward Saunders, assistant general sales manager.

Harper joined M-G-M as a student shortly after World War II. He previously had been a representative of the National City Bank in the Far East.

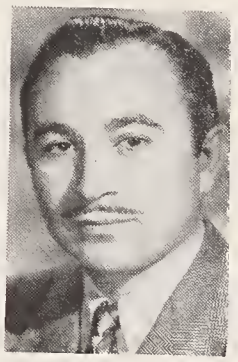
Noah Dietrich Sells Entire RKO Holdings

WASHINGTON, Dec. 7.—Noah Dietrich, a director of RKO Pictures, sold his entire holdings of 1,000 shares of RKO Pictures common stock in October, it was revealed here today by the Securities and Exchange Commission.

The SEC also reported that Decca Records, direct beneficial owner of more than 60 per cent of Universal Pictures' $1 par common stock, bought 1,800 shares of that stock in October, making its holdings 600,075 shares.

Goodman Takes Over 'Mike' Dolid's Post

Bernard Goodman, supervisor of Warner Brothers exchange operations, will assume the sales contract duties previously handled by I. F. (Mike) Dolid, it was announced by Ben Kalmenson, vice-president and general sales manager of the company. Dolid is leaving Warner Brothers on Friday to live in Florida.



Bernard Goodman

Goodman's new duties will embrace supervision of sales contracts and coordination of field sales activities with the home office. He started in the publicity department of Warner Brothers in 1929, was promoted to advertising accessory sales manager in 1941, then to assistant supervisor of the company's exchanges in 1944 and supervisor of exchanges in 1946.

Vicksburg Tornado Kills 5 in Theatre

VICKSBURG, Miss., Dec. 7.—The Saenger, Paramount Gulf Theatres, and Floyd Murphy's Strand were virtually demolished by the tornado which wreaked havoc to 14 blocks in the business district of this city last Saturday. Of 28 listed deaths, five are children picked out of the wreck-

(*Continued on page 3*)

First for Firm

'U' to Produce 2 Features In CinemaScope

Charles Feldman Elected A 'V.P.' of Company

HOLLYWOOD, Dec. 7.—Plans for the production of two Universal pictures in CinemaScope and the election of Charles J. Feldman to a vice-presidency of the company were revealed here today by Milton Rackmil, president, at the company's national sales executives' conference in the studio.



Chas. J. Feldman

The pictures to receive CinemaScope treatment are "The Black Shield of Falworth," previously titled "Men of Iron," and "Sign of the Pagan." U-I

(*Continued on page 7*)

Boom Years Mistaken For Work of Genius, Bernstein Asserts

Sidney Bernstein, British circuit owner, believes that the "wailing" he hears in this business "comes from people who mistook the boom years as the work of their personal genius." Bernstein, who is here from London on business, said that patronage in Granada Theatres, of which he is

(*Continued on page 7*)

WB to Make 25-30 Cartoons in 1954

HOLLYWOOD, Dec. 7.—Jan. 4 has been set as the date for resumption of production by the Warner Brothers cartoons studio. During the past several weeks the company has brought back many of its key cartoon people, including directors, artists and animators.

Edward Selzer, head of the cartoon studio, following conferences with Jack L. Warner, stated that the company will turn out between 25 and 30 cartoons during the coming year.

Personal Mention

RUSSELL HOLMAN, Paramount Pictures Eastern studio representative, returned here yesterday from Hollywood.

•

CY BRIDGES, veteran M-G-M salesman of New Orleans, became a grandfather recently when his daughter, MRS. BOBBY BROWN, gave birth to a daughter.

•

MAX LEFKOWICH, head of the Community Circuit, Cleveland, and MRS. LEFKOWICH, have left there for their winter home at Golden Beach in Florida.

•

ALBERT A. DURYEA, vice-president of Pathe Laboratories, will leave here by plane today for the Coast. He will return on Friday.

•

BARRY GOLDMAN, former chief barker of the Baltimore Variety Club, was honored by the organization at a banquet last Saturday night.

•

HENRY G. PLITT, vice-president of Paramount Gulf Theatres, has been reelected president of the United Cerebral Palsy Association of Louisiana.

•

ALLEN RAINWATER, formerly of the United Artists booking department in Atlanta, has joined the Universal booking department in the same city.

•

BETTY BLUFFESTONE, head booker for Imperial Pictures, Cleveland, is vacationing in Washington and New York.

•

FRED TREBILCOCK, after a year in California, has returned to Toronto as manager of the Tivoli Theatre for Famous Players Canadian.

•

SIDNEY KRAMER, RKO Radio short subjects sales manager, left here last night for Detroit and Chicago.

Expect 400 to Attend Memphis Convention

MEMPHIS, Dec. 7.—Motion Picture Theatre Owners of Arkansas, Tennessee and Mississippi gathered here today for the 44th annual convention of the organization. President Leon Rountree, of Holly Springs, Miss., predicted it will be the "biggest ever," with about 400 attending. By late today, 180 had registered and many more were expected, with the meeting really not getting under way until Tuesday.

Theme of the convention is "New Processes in Screen Entertainment."

Rountree will be succeeded as president by James Carbery, of Rowley Theatres, Little Rock.

Alex Harrison, of 20th Century-Fox, will discuss CinemaScope at a Breakfast Tuesday. Mayor Frank T. Tobey of Memphis will speak at a luncheon, along with Herbert Barnett, president of the Society of Motion Picture and Television Engineers, executive vice-president of Cinerama, and technical consultant to the Motion Picture Producers Association.

Preminger Bows to U.K. Cuts in 'Moon'

LONDON, Dec. 7.—The British Board of Film Censors has made cuts in "The Moon Is Blue" and given it an "X" certificate which forbids it being shown before children in any circumstances.

Otto Preminger, producer of the film, who said in America he would not agree to any cuts being made in it by censors there, said he has no complaint against the British board. The cuts in the film which the board demanded were acceptable to him, Preminger said.

Italian Films Do 46% of Oct. Gross

ROME, Dec. 7. — Italian films claimed 46 per cent of key city theatre gross receipts during October, with American films accounting for 48 per cent. In the same month last year, Italian films grossed 35 per cent and American films 57 per cent.

Trade observers point out that the Italian films' percentage of receipts is not likely to continue at that high rate in the coming months with the most important American releases scheduled to open.

Biggest Italian grosser during October was "The Return of Don Camillo" with about $320,000 in 15 cities, second being "The Wastrels" with about $200,000. The total Italian film gross for the month in key cities was around $2,200,000.

Adams Minneapolis Sales Head for U-I

MINNEAPOLIS, Dec. 7. — Kenneth C. Adams, formerly salesman in the Northern Minnesota-Wisconsin territory, has been promoted to sales manager of the local Universal International branch, LeRoy Miller, branch manager, announced.. Adams fills the post vacated by Pat Halloran following his promotion last summer to branch manager at Milwaukee. Miller has not announced a successor to Adams in the Northern territory.

Arthur Davis Firm Under New Name

Arthur Davis, importer of foreign films, has discontinued the firm name of Arthur Davis Associates and replaced it with The Arthur Davis Releasing Organization. The present offices will be retained and enlarged. The initial release under the new setup will be "Strange Conduct," starring Simone Simon.

Verne West Promoted

HOLLYWOOD, Dec. 7.—Promotion of Verne West, auditor in Paramount studio's accounting department, to head the tax and insurance department was announced by Morris H. Simpson, studio comptroller. He succeeds Bixby Smith, who died last week.

M-G-M Meetings to Start Here Today

First of the three-day meetings to be conducted by Howard Dietz with departmental heads of M-G-M and affiliated companies, will get under way here today with "Knights of the Round Table" the main topic of discussion. There are 12 pre-release bookings already set for the company's first CinemaScope production, seven scheduled for opening on Christmas, three on New Year's, one on Jan. 14, and one on Jan. 28. The Christmas openings are in Atlanta, New Orleans, Cleveland, Detroit, Pittsburgh, Kansas City, Kan. and St. Louis. For New Year's, the openings are scheduled in Memphis, Houston and San Francisco. The Jan. 14 opening is lined up for Indianapolis and the Jan. 28 date is for Buffalo.

Plans for advertising, publicity, exploitation and international promotion whereby all facets of Loew's and its affiliated enterprises will participate, will be gone into at today's session. Howard Strickling, studio publicity head, arrived from the Coast yesterday bulwarked with ideas promulgated by his various staffs at the Culver City studio. Also attending the session will be Si Seadler, Ed Churchill and Ollie Kingsbury of Donahue and Coe, Dan Terrell, Emery Austin and Oscar A. Doob, as well as Ernest Emerling and representatives from station WMGM, MGM Records, the Big Three Music Co. and News of the Day.

React Favorably to Moropticon in U.K.

LONDON, Dec. 7.—British exhibitor leaders reacted favorably to a demonstration here of the Moropticon single strip 3-D system, presided over by Boris Morros, who said he hopes to produce a Moropticon picture of his own early next year.

Equipment, to be imported from Italy, will be available to exhibitors here within two or three weeks, Morros said. The indicated sales plan calls for supplying the projection appliance free to exhibitors who contract for Pola-Lite glasses at the rate of 2,500 pairs at 9d. a pair per month.

Morros surprised people here with a statement that he has a process in development which will give 3-D without spectacles. The screen, he said, may be available within a year. He suggested it will be leased on preferential terms to exhibitors who do business with him now on Pola-Lite spectacles.

RKO Will Screen 'The Best Years'

A special wide-screen showing of "The Best Years of Our Lives" will be held by RKO Radio at 7:45 tonight at the RKO 58th Street Theatre. The invitational screening will be preceded by a dinner at Toots Shor's for guests of the company.

"The Best Years of Our Lives," winner of nine Academy Awards five years ago, will be re-released by RKO in February.

Stock Quotations

Trading volume and closing prices of amusement issues on the New York and American Stock Exchanges, yesterday, follow: (Courtesy of Fahnestock & Co., Rockefeller Center branch.)

N. Y. Stock Exchange

ISSUE	CLOSE	VOL-UME	NET CHANGE
AB-PT	15⅜	5,100	—¼
Columbia	18⅝	2,400	....
Decca	9¾	2,800	+⅛
Eastman	45⅜	2,400	—⅜
Loew's	12½	4,400	—¼
Nat'l Theatres	7	2,500	....
Paramount	27	1,400	—½
RKO Pictures	3¼	7,700	+⅛
RKO Theatres	5	5,300	....
Republic	3¼	2,500	....
Stanley Warner	10⅜	2,200	....
20th-Fox	19¼	3,800	—⅛
Universal	17	4,200	—⅛
Warner	12½	700	—½

American Stock Exchange

Monogram	4⅝	3,500	—⅛
Technicolor	15	4,300	....

Spyros Skouras to Aid FJP Campaign

Spyros Skouras, president of 20th Century-Fox, has accepted the chairmanship of the special gifts committee of the amusement division of the Federation of Jewish Philanthropies, it has been announced by Harry Brandt, president of the ITOA and Brandt Theatres, and chairman of the FJP amusement division.

Skouras will assist Brandt in conducting a campaign on behalf of Federation's 116 hospitals and social service agencies that have recently added more than 54 new services.

Indicating that the current drive must raise $2,450,000 more than was raised last year to maintain FJP institutions, Skouras said that "the industry is keenly aware of its Federation responsibility this year." Now in the forefront of the Federation campaign, the amusement division will not only live up to its splendid philanthropic record, but may surpass it in the current campaign, Skouras predicted.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"EASY TO LOVE"
starring ESTHER WILLIAMS
VAN JOHNSON • TONY MARTIN
color by TECHNICOLOR • An M-G-M Picture
and The Music Hall's Great Christmas Stage Show
and SPECTACULAR STAGE PRESENTATION

STARTS TOMORROW
JOHN WAYNE
... They called him Hondo
FROM WARNER BROS.
IN 3 DIMENSION AND WARNERCOLOR
PARAMOUNT
TIMES SQUARE

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News Strike

(*Continued from page* 1)

were affected as programs changed in subsequent-run houses during the week.

Sentiment that the strike has bitten into grosses also was voiced by executives of RKO Theatres, Paramount, Brandt Theatres, the Criterion and Radio City Music Hall. A Loew's official held, however, that he could see no real box-office problem as yet as a result of the strike of photo-engravers, which has caused the cessation of all daily Metropolitan newspapers except the "Herald Tribune," which has resumed publication of an eight-page paper minus any advertising.

A spokesman for Radio City Music Hall said it took longer than usual for word to get around that the Christmas show had opened last Thursday with "Easy to Love." Inquiries at the box-office, he said, were much more frequent, explaining, in part, the slow start for the Christmas attraction. The weekend was good, he added, with a very nice $139,000 estimated for the first week.

Increase in Radio, TV

The Hall, like other Broadway houses and circuits, has increased its radio and television advertising in an effort to compensate for the loss in newspaper ad linage. However, a Paramount official felt that a wider audience is attracted through newspaper advertising, although the impact of "spots" on radio and television is not negligible. Another factor contributing to the decline of Broadway grosses in this pre-Christmas season was the rain Friday and Sunday evenings, it was stated.

A number of situations, however, did nicely. "Hondo," in 3-D, opened to a fairly strong estimated $58,000 at the Paramount for its first week. "How to Marry A Millionaire" is due to hit a good $35,000 for its fourth week at Loew's State, while a nice $23,000 is seen for the same film at the Globe, where it is also in its fourth week.

'The Robe' Still Strong

About $47,000 is forecast for the 12th week of "The Robe" at the Roxy, which remains a healthy figure despite its dip from the previous week which included the Thanksgiving holiday. A good $23,000 is forecast for the 18th week of "From Here to Eternity" at the Capitol, while a fair $14,500 is indicated for the third week of "Take the High Ground" at the Mayfair.

At the Criterion, a nice $22,000 is predicted for the second week of "Cease Fire," in 3-D. For its 11th week, "Little Boy Lost" at the Rivoli is expected to do a satisfactory $10,000.

An RKO Theatres executive, in commenting on the strike, told of the many phone calls now being received at theatres from the public seeking information.

'Rifles' to Usher in Holidays at Rivoli

"King of the Khyber Rifles," 20th Century-Fox CinemaScope film, will usher in the holiday season at the Rivoli Theatre here with a formal invitational world premiere on the evening of Dec. 22.

A group of show business personalities and dignitaries from many fields will be on hand for the first-night festivities, which will receive wide coverage by television and radio networks, in addition to newsreel and still photographers. The Rivoli will be specially decorated for the premiere, marking the first showing of a CinemaScope picture at that Broadway show-spot.

Special Telecast for 'Reef' Roxy Opening

Dorothy Kilgallen and Richard Kolmar will "emcee" the special 30-minute telecast of the invitational premiere of 20th Century-Fox's "Beneath the 12-Mile Reef" on the evening of December 16, at the Roxy Theatre. The program will be presented over ABC-TV in New York between 8:00 and 8:30 P.M. Additional coverage will be gained over CBS radio as Bob Haymes tape records celebrity interviews for his program.

International Producers Ass'n Resolves To Try to Curb Number of Film Festivals

LONDON, Dec. 7.—The outstanding decision at the meeting here of the administrative council of the International Federation of Film Producers Association was that a determined attempt should be made to curb the mushroom-growth in recent years of so-called international film festivals.

A resolution to that effect was adopted unanimously by the council, designed, in particular, to ensure that there should be only one festival annually at which competitive prizes are given. The council also agreed that the cost of entering films is too heavy and entirely disproportionate to any commercial advantages which might accrue from such festivals.

The council decided to support only those festivals which guarantee that the films shown will subsequently enjoy unrestricted distribution, outside any import quotas, in the country where the festivals have been held, and unrestricted transfer to the country of origin of rentals accruing to the producers from commercial distribution.

Vicksburg Tornado

(*Continued from page* 1)

age of the Saenger on Sunday afternoon.

Colonel Simpson of the U. S. Corps of Engineers of the Mississippi River Commission headquarters in Vicksburg described the unearthing job at the Saenger as "touch and go," stating that the job was made slow and hazardous because the damaged walls had to be taken down to clean the main wreckage over the seats.

At a late hour tonight there were no reports telling accurately of the situation at the Strand other than that the damage to the house was very great. Nor was there any indication of the actual extent of damage to the Palace, a Bijou Amusement Co. theatre, also in the commercial district. Property damage to the city at large is estimated at more than $25,000,000. The Saenger was the city's leading theatre. The Strand was a combined first-run and subsequent-run house.

Dividend Is Declared By Stanley Warner

A dividend of 20 cents per share yesterday was declared on the common stock of Stanley Warner Corp. It is payable Jan. 5 to stockholders of record Dec. 22.

The board of directors, it was pointed out, has not as yet determined a regular dividend policy for the company. The amount and date of future dividend payments will be determined from time to time based on the earnings of the company and its cash requirements.

U.K. Tax Action

(*Continued from page* 1)

reduction, calculated to aggregate £7,000,000, which exhibitors would deduct from the amounts they send weekly to tax authorities. Exhibitors object that such a plan would favor large theatres.

Exhibitors accordingly propose an involved revision in the existing seat price scales which, they claim, would be fair to all theatres.

A section of the Cinematograph Exhibitors Association, led by Sir Alexander King, is urging consideration for a plan for a preferential tax rebate of 50 per cent on the screening of British films. American distributors here would have much to say about such a proposal, involving as it does existing international trade agreements in regard to differential taxation.

CEA's tax committee will meet tomorrow and if it agrees on a tax remission plan, which it must in view of time limitations, it will meet jointly with producer representatives immediately after.

Rogers Film Preview For Skouras Benefit

The 10th annual "Stars and Heroes" show for the exclusive benefit of The New York "Journal-American" War Wounded Christmas Fund will be held next Tuesday night at the Skouras Academy of Music here.

Tuesday night's show will also feature the pre-world premiere of Warner Brothers "The Boy from Oklahoma," starring Will Rogers, Jr.

Boston Editorial 'Blesses' Films

BOSTON, Dec. 7.—The best way of "getting away from it all"—meaning the woes of the world—is the motion picture, the Boston "Globe" commented in an editorial.

"A few hours of mental and imaginative detachment from our struggling planet do wonders for us," the editorial stated. "They divert the mind, soothe the nerves, loose the medicinal power of laughter. Movies are still the superior mass medium of entertainment in this country. While we are about it, let us include movies in the list of benefits for which we are truly thankful."

Skouras Sees

(*Continued from page* 1)

North; Jackson Withers, whose circuit is the key to South Wales; George Lodge, with an 1,800-seater in Belfast; Brinley Evans in Hull and a number of others are known to have either set dates for a "Robe" opening or to have completed the necessary survey of their houses.

Meanwhile, the executive council of Cinematograph Exhibitors Association has been in correspondence with 20th-Fox on the matter of the stereophonic sound requirement and the subject will be uppermost at the council's meeting on Wednesday.

John X. Prendergast, C.E.A. leader in Yorkshire and a fervent Skouras admirer, has publicly stated that the majority of exhibitors cannot afford stereophonic equipment and asks whether their customers are to be denied in consequence what he calls these "great masterpieces of entertainment."

On his recent return here from America, John Davis, managing director of the Rank Organization, was credited with the remark that in his opinion "British exhibitors like the Americans will adopt an opposing position on the high cost of directional sound technique."

There are many exhibitor opponents here, too, to 20th-Fox's present insistence on certain screens for CinemaScope. Some of these attended the showing of a test reel from MGM's CinemaScope production "Knights of the Round Table" on a British-made Stableford screen 52 feet wide. Many thought the welded and non-seamed screen exceeded the potential of the Fox screen in use here.

Skouras is known to have engaged in significant talks on the subject while here and in Germany and elsewhere. The feeling grows that a get-together is inevitable not only to endeavor to remove exhibitor resistance but also looking to a general pooling of ideas and resources.

Arthur Abeles, managing director for Warner Brothers here, confirms that a CinemaScope survey of the company's Leicester Square Theatre has been completed, adding that he hopes "The Command" will have a CinemaScope opening there early in February.

Irving Allen and Albert Broccoli of Warwick Films, distributed by Columbia, announced that "The Cockleshell Heroes," a story of the Royal Marines, will be filmed here in CinemaScope and Technicolor.

Voice Concern Over Films' Moral Tone

ROME, Dec. 7.—The Pontifical Film Committee headed by Monsignor O'Connor in a statement issued here today expressed regret that some motion picture producers in many countries show a lack of concern for good moral standards in their films.

The statement expressed the committee's hope that the public would fulfill its obligation by choosing and encouraging productions which reflect accepted moral standards.



"FOREVER

starring

GINGER ROGERS
WILLIAM HOLDEN
PAUL DOUGLAS

with JAMES GLEASON and introducing

PAT CROWLEY

Paul Douglas plays the woman-wise ex-husband.

William Holden is his dramatic best as the man.

Ginger Rogers bids for another Academy Award.

Pat Crowley is the young girl, hungry for love.

Produced by
PAT DUGGAN
Directed by
IRVING RAPPER
Written by
JULIUS J. EPSTEIN
and
PHILIP G. EPSTEIN
Suggested by
J. M. Barrie's play "ROSALIND"

FEMALE"

Paramount Pictures

IS BOXOFFICE PROOF THAT

"YOU CAN DEPEND ON PARAMOUNT IN 1954 AS YOU DID IN 1953"...

Just a year ago this month Paramount opened "Come Back, Little Sheba" at the Victoria Theatre, New York City, to qualify it for 1953 "Oscar" recognition which it received when Shirley Booth won the Academy Award.

Soon we will open "FOREVER FEMALE" at the Victoria. The picture and the cast are all red-hot contenders for 1954 "Oscars." It is one of the frankest, fiercest love dramas ever filmed. The background is Broadway where two women fight, fang and claw, for one man, pitting *experience against instinct.*

"FOREVER FEMALE" is a tremendous boxoffice property and will be backed by tremendous selling support by Paramount. We urge you to watch all the first engagements.

★

ROB ROY

Walt Disney's
new all live-action
Technicolor production

STARS

Richard Todd and
Glynis Johns, plus top
supporting cast

IN

a spectacular romance
rich with adventure
and advertised during

FEBRUARY

to more
than 12,000,000
women who love

McCALL'S

and who will love
your astuteness
in booking

ROB ROY

The Highland Rogue

★

Reviews

"The Conquest of Everest"

(*United Artists*)

THE knowledge that Mount Everest had been climbed successfully was timed perfectly as an added thrill to the Coronation of Queen Elizabeth earlier this year. In honor of this historic event, Countryman Films of England has made a full-length feature from the footage taken on the expedition. Color by Technicolor is excellent.

Some shots from earlier, unsuccessful attempts are shown which lead into the intensive and extensive preparations made for this one. Facts concerning oxygen, food, clothing and other vital necessities which weren't known 30 years ago are graphically explained. And the various members of the expedition are introduced with the many chores detailed that each had to perform. Then the account of the hazardous climb, beautifully photographed, is shown in as much detail as could be expected.

In fact, this is the major shortcoming of the film. Scaling a mountain, and especially the highest summit in the world, is inherently exciting to witness. Whether or not the viewer thinks the participants in such a dangerous venture are foolish is unimportant. They expect to be thrilled and "The Conquest of Everest" simply isn't thrilling. This is mainly due to the fact that those portions could not be filmed while actually participating in them. The actual reaching of the top is never shown, just described. Here is a case where fiction could do better justice to a theme than could fact.

However, the film is still an interesting, if lengthy, picturization of an important event. And the scenery is a wondrous thing to behold. The well-written commentary is by Louis Macneice and is dramtically spoken by Meredith Edwards.

Running time, 78 minutes. General audience classification. For January release.

"War Arrow"

(*Universal-International*) *Hollywood, Dec. 7*

MAUREEN O'HARA, Jeff Chandler, John McIntire, Susan Ball, Noah Beery, Charles Drake and virtually innumerable Indians and Cavalrymen put a lot of dash and movement, not to mention exploitation value, in this production in color by Technicolor of a frontier story full of action, fighting, uncertainty, suspense and all-around showmanship. It is a production by John Michael Hayes which goes along great guns until settling for an over-convenient ending, probably late enough so nobody'll mind much. It was directed with firmness and conviction by George Sherman. Just where it ranks among the Westerns in Technicolor released by this company so successfully in recent seasons is a matter of individual opinion, but it's fully up to snuff as to box-office potential.

Some of the Indians in the picture are good Indians, although most of them are bad Indians, the former representing the Seminoles (under a pseudonym) and the latter the Kiowas. The place is Texas at a time when the Kiowas are making the U. S. Cavalry under Col. Jackson Meade (McIntire) look so inept that Washington sends out Major Howell Brady (Chandler) to take appropriate steps to remedy the situation. McIntire is sweet on Widow Corwin (Miss O'Hara) and a few minutes after his arrival Chandler is too, but the main stream of interest has to do with Chandler's persuading the peaceful Seminoles to join him in fighting the ferocious Kiowas, a military objective accomplished in a series of minor attacks and ambushes climaxed by a whopper of an attack by Indians on a frontier fort. The Cavalry and Seminoles beat off the few Kiowas who manage to survive the battle, and Chandler gets Miss O'Hara. (Susan Ball, much in the news lately, plays with colorful effect an Indian maiden who seems for a while to like Chandler pretty well but winds up in the embrace of a noble red man.)

Running time, 78 minutes. General audience classification. For January release.

WILLIAM R. WEAVER

"Clipped Wings"

(*Allied Artists*) *Hollywood, Dec. 7*

THE Bowery Boys will again please their firm supporters in "Clipped Wings." The latest in the series, which has won a constant following at the box-office, should prove to be a somewhat greater grosser than usual for the series.

In this outing, a story by Charles R. Marion with the script by himself and Elwood Ullman, it's the U. S. Air Force that has to put up with Leo Gorcey and Huntz Hall in their well meant but violent undertakings to find out the score and square it. They are in the Air Force by reason of blunder, and for a time Hall is in a WAF barracks, with the expected consequences. Finally, after situations and complications have been wrung dry of laughter and surprise, they are instrumental in the exposure and apprehension of spies whose capture redounds to their credit, a redounding they can well use at the time.

Under Edward Bernds' comedy-experienced direction the indestructible comedians make the 62 minutes of show-wise Ben Schwalb's production pass pleasantly indeed. Others in the cast are Bernard Gorcey, Renie Riano, Todd Karns and June Vincent.

Running time, 62 minutes. General audience classification.

Lillian Berman, 47

Mrs. Lillian Spitz Berman, 47, secretary to Bill Blumberg, Warner Brothers home office field representative, died Friday after a brief illness. Burial was on Sunday at the Beth David Cemetary, Elmont, L. I.

Rites for Mrs. Downing

BOSTON, Dec. 7. — Funeral services for Catherine Downing, wife of John A. Downing, RKO Radio sales manager here were held today at the Church of the Most Precious Blood, Hyde Park, Mass.

Kramer to UA

(*Continued from page* 1)

of the Brave." He also released "High Noon" through United Artists prior to establishing the company bearing his name at Columbia Pictures, where he recently completed "The Caine Mutiny."

Announcing his new affiliation, Kramer stated: "The longer you are in the motion picture business the more you realize how much there is to learn about it. My experiences in the past few years have taught me that I am happier when making one picture at a time, and following it through from start to finish. An independent producer's job doesn't end when he delivers the negative to the sales department. Only then does it begin, because he is very much a part of the selling, advertising and exploitation campaign.

"Now I return to what I believe are the happiest working conditions for me."

Kramer further stated he was negotiating for an outstanding literary property and believed he soon would be able to announce its acquisition for his initial United Artists release.

B & K 'Knights'

(*Continued from page* 1)

court for its first CinemaScope picture in the hope that it could open in Chicago before the year's end. Since B&K already has transcended the Jackson Park decree with unlimited run privileges for "The Robe," Judge Igoe decided that the circuit could not have the M-G-M film until "The Robe" leaves State-Lake for its outlying run.

The outcome of the bidding will probably depend upon which theatre in the Loop could give "Knights of the Round Table" its earliest date.

Byrne Touring for M-G-M Campaign

John P. Byrne, M-G-M's Eastern sales manager and named captain of the company's "30th Anniversary Jubilee" by sales manager Charles M. Reagan, flew yesterday to Minneapolis on the first lap of a tour of the country on behalf of the company's celebration.

Rudolph Monter Dead

HOLLYWOOD, Dec. 7. — Funeral will be held tomorrow at Pierce Brothers Mortuary, for Rudolph Monter, theatrical and television film producer, 51, who died Saturday following a brief illness. His mother, wife and daughter survive.

Negrete Rites in Mexico

HOLLYWOOD, Oct. 7.—The remains of Jorge Negrete, 42, Mexican film star and president of the Actors Guild of Mexico, who died here Saturday, were flown to Mexico on Sunday for burial.



Bernstein

(Continued from page 1)

chairman of the board, is bigger than it was a year ago.

"We have always believed in showmanship in every Granada theatre," he said. "A steel engraving of P. T. Barnum which hangs in every Granada house is our sacred god."

Granada has applied for a television license and hopes to operate a station in London under the new commercial operations system. One of his objectives while in the United States is to familiarize himself with television station operations, especially those of theatre owners, and with some of the equipment his firm will have to purchase. He feels commercial television will not appear in Great Britain for another two years.

Most important in Granada's success is incentive to managers, Bernstein believes. He promotes contests and their prizes and bonuses provide the incentive. Profit-sharing is impractical because of unequal opportunities which result from booking practices, he said.

Wide-Screen Being Tried

Granada has experimented with a wide-screen at the Granada Theatre at Tooting, playing "The War of the Worlds," Bernstein said, in deprecating the business possibilities of such screens.

"We also had our own version of stereophonic sound," he said. "Yet nobody noticed it or the screen." He stated that other experiments convinced him that the improvements didn't matter that much to his patrons. About CinemaScope, he said he was impressed with "The Robe" but had come to "no conclusion." "How can anyone come to a conclusion about this process, until one sees how the creative people use it?," he asked.

Bernstein is arranging with Alfred Hitchcock for another Transatlantic Picture. It will be "To Catch A Thief," with Cary Grant the star, and will go into production next summer. The exteriors will be made in the South of France, the studio shots in California. John Michael Hayes will do the screenplay. Bernstein will be the producer, Hitchcock the director. No release arrangements have been made. Bernstein's next picture then will be "Dark Duty," to be made in England.

CBS-TV Acquires 60 Films from Unity

WCBS-TV has acquired a new package of 60 feature films for exclusive first-run-on-television showings in the New York area starting Jan. 1, it was announced by William C. Lacey, manager of the station's film department.

Included in the 60-film package, which is being distributed to TV by Unity Television Corp., are 20 Charlie Chan mysteries, 20 adventure films and 20 British films produced by Alexander Korda, J. Arthur Rank, Hal Roach and others.

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Specialists to Motion Picture Industry

Television--Radio

with Pinky Herman

THE "HALLMARK HALL OF FAME" on Sunday, December 20 (5-6 P.M.) will sponsor for the fourth consecutive year Gian Carlo Menotti's opera "Amahl and the Night Visitors" over NBC-TV. If by telecast time FCC approval of compatible color has been received, the program will be a colorcast. . . . Paul Winchell's father very ill on the coast. Milton Berle and kinescopes of previous "Winchell-Mahoney shows" subbed Sunday. . . . M. & A. Alexander Productions has acquired all rights including theatrical and TV to two Chas. R. Rogers productions, originally distributed by United Artists. Films are "The Powers Girl," starring Geo. Murphy, Anne Shirley and Dennis Day, and "Song of the Open Road," starring Jane Powell, Edgar Bergen and Bonita Granville. . . . Auditioning with a hundred others for the role of a "woman who disguises as a child," Athena Lorde won the part in the Dec. 20 episode of "Man Against Crime," TVehicle. For luck she wore her little girl's (2) shoes, socks, hat and gloves. . . . Paddy Chayefsky, whose "Goodyear" TV play "Marty" won him the Sylvania Award last week, never owned a Tuxedo. Bought one, however, for the presentation. (Now, Paddy, will you travel?)

☆ ☆ ☆



Kate Smith

The ballots that have been pouring in from radio-TV editors and columnists from all parts of the United States in the 18th Annual (Radio) 5th Annual (TV) MOTION PICTURE DAILY-FAME Critics' Poll, are being tabulated and will be published soon after the first of the year. Last year's tabulation spotlighted several repeat winners (TV), including Max Liebman's "Your Show of Shows," Sid Caesar (Best Comedian), Perry Como (Best Male Vocalist), John Cameron Swayze (Best Newscaster), Kate Smith Show (Best Daytime Show). Radio repeaters included: Jack Benny (Best Comic), Guy Lombardo (Best Pop Orchestra), Eve Arden (Best Comedienne), Edward R. Murrow (Best Newscaster) and Mel Allen (Best Sportscaster).

☆ ☆ ☆

We previewed three 15-minute telefilms, "Babe Ruth," "Gen. Douglas MacArthur" and "Will Rogers," last week at Movietone News and saw highly entertaining, replete with human interest, highlights in the lives of these three great Americans. The series, "The Greatest Drama," co-produced by Movietone News and General Telecasting Corp., is the product of painstaking research into more than 100,000,000 feet of film in the Movietone News library by producer-writer Michael Sklar and supervisor Jack Kuhne. The subjects, with imaginative and inspired running commentary dubbed in, complementing the respective voices of the stars themselves, possess the charm of the old-time newsreels, authenticity and vivid delineation of the life and times of contemporary America.

☆ ☆ ☆

RKO promotion has made a natural tie-up with the "Princess Pat" KRON-TV program in San Francisco, with the principals plugging Walt Disney's "Peter Pan," which will open at the Golden Gate Theatre, Wed., Dec. 16. Not only is this true showmanship but it likewise is excellent salesmanship for the interest and curiosity of the young TV fans will be whetted enough to direct them to the local motion picture theatre (many for the first time in their young lives). . . . Ork pilot Sammy Kaye will launch a new series of programs over WOR Sunday (11:30 to noon). Someone at 1440 Broadway made a boo-boo in calling the program "Sunrise Serenade" because deejay Bill Taylor's Sunday series over the same station has had that title for years. Tip to Dave Krengle: why not call the new show "Sammy's Musical BouKAYE"? (you're welcome). Jack Benny's "Lucky CBStrike" TV-er Sunday, with Gregory Ratoff, Irene Dunne and Vincent Price, guesting, was one of Jack's best.

☆ ☆ ☆

On his Dec. 15th telecast, Bob Hope will meet five beauties, each hailing from a different town in the United States bearing (his praise agent would have us believe "named after") Cleveland Robert's surname. The quintette are from Hope, Maine; Hope, Rhode Island; Hope, Michigan; Hope, Kansas and Hope, Indiana.

2 in 'Scope

(Continued from page 1)

has been conducting CinemaScope camera tests for both pictures for the past several weeks.

"The Black Shield of Falworth," a story of England during the days of King Henry IV, will have a cast headed by Tony Curtis and Janet Leigh and including David Farrar, British star; Barbara Rush, Herbert Marshall, Ian Keith, Craig Hill and Dan O'Herlihy. Production will start Friday with Robert Arthur producing.

"The Sign of the Pagan," a story of the Roman Empire, will be made on an equally large scale. Ludmilla Tscherina, European ballerina and actress, was flown here from Paris to co-star with Jeff Chandler. This picture is scheduled to get under way next week with Albert J. Cohen producing and Douglas Sirk directing.

In announcing the elevation of Feldman to a vice-presidency, Rackmil pointed out that he is one of the real veterans of the motion picture industry, having started in Omaha as a salesman for United Artists. He joined Universal in 1929 as branch manager in Sioux Falls and served subsequently as branch manager for the company in Denver, Salt Lake City and Los Angeles. He was promoted to Western district manager in 1943 and Western sales manager in 1946. In 1950 he became Eastern sales manager and the following year he was made general sales manager, the post he has held to this time.

Attorneys for RKO Minority Split

Minority stockholders of RKO Pictures, bringing suit against the company, found themselves in open dispute yesterday in New York Supreme Court, where Justice Henry Clay Greenberg reserved decision on a move to consolidate the two minority suits.

The move was made by attorneys for Louis Schiff and Jacob Sacks who sought to be appointed general counsel for both their minority action and the suit brought by Louis Kipnis on behalf of Eli Castleman. The motion was made after Kipnis asked the New York Supreme Court to discontinue the Castleman suit, pointing out that his suit is to be brought to trial on Jan. 4 in Nevada. Justice Greenberg also reserved decision on the bid to discontinue, which was opposed by counsel of Halperin, Natanson, Shivitz and Scholer, in association with Hoffman, Bondi and Buchwald, representing minority stockholders Schiff and Sacks.

Meanwhile, pending in the Appellate Division of the New York Supreme Court is a motion by RKO Pictures challenging the appointment of a referee to question the good faith of the Nevada action. Attorneys for RKO Pictures declared their neutrality in yesterday's dispute involving the opposing minority stockholders' attorneys.


Organ Magic
of
JACK WARD
on TV and Radio
23rd Week at
Rainbow Room
Radio City, N. Y.

"How To Marry A Millionaire"

TECHNICOLOR

in CINEMASCOPE

will be the second* highest grosser in 20th's history!



*Number One is "THE ROBE"!

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 74. NO. 110 NEW YORK, U. S. A., WEDNESDAY, DECEMBER 9, 1953 TEN CENTS

Upholds Film

Balto. Court Hits Law and Censor Board

Reverses Md. Ban on 'Moon' as 'Capricious'

BALTIMORE, Dec. 8.—Either the Maryland Board of Motion Picture Censors should be abolished or a state censorship statute should be enacted which could be "constitutionally enforced," Baltimore city court Judge Herman Moser suggested today as he reversed the state censor board's ban on "The Moon Is Blue."

The court's reversal of the censor board's ban opens the way for exhibition of the picture in Maryland as soon as the necessary formalities for securing the seal of approval have been met by attorneys for United Artists, the distributor, and Otto Preminger, the producer.

In his opinion, Judge Moser termed the action of the board in banning the

(*Continued on page 6*)

Five More Cinerama Houses in US Seen, For a Total of 14

The expansion of exhibition facilities for Cinerama in the U. S. during 1954 was reported here yesterday to be limited to an additional five situations, which would bring the total number of Cinerama installations in this country up to 14.

The Stanley Warner Corp., which has exclusive production and exhibition rights on the process, was said

(*Continued on page 6*)

'Knights' Promotion Plans Told by Dietz

With all members of the M-G-M promotion department and Loew affiliated companies in attendance, Howard Dietz yesterday revealed that M-G-M plans one of the greatest campaigns in its history for the launching of "Knights of the Round

(*Continued on page 7*)

S-W Is Cleared In 'Moon' Case

JERSEY CITY, Dec. 8.—The Hudson County grand jury today returned a verdict of "no bill" or insufficient evidence to indict the Stanley Warner Co. and Arthur Manfredonia, manager of the Stanley Theatre, for showing "The Moon Is Blue" in the latter theatre. Stanley Warner and the theatre had been charged with possessing an obscene film. The grand jury saw the picture last Friday.

The decision will clear the way for an immediate opening of the film at the Stanley here.

National Dairy Meet To Be Held Via TNT

National Dairy Products Corp. will hold a closed-circuit television business meeting through the facilities of Theatre Network Television on Jan. 21, it was announced yesterday by Nathan L. Halpern, president of TNT.

The closed-circuit "tele-session" will be exclusively for audiences of salesmen, dealers, and subsidiary companies' personnel of the Sealtest division of the company, who will be gathered in theatres located in 16 cities. The theatres designated in each of the cities as the "tele-session" meeting place will be taken over completely by the Sealtest audience. The television program will originate from New York, headquarters of National Dairy.

The closed-circuit telecast will cover

(*Continued on page 3*)

S-W in Upswing for First 9 Weeks with An $800,000 Profit

An operating profit of more than $800,000 before provision for Federal income taxes and before profit and loss on sales of fixed assets was reported by the Stanley Warner Corp. here yesterday for the first nine weeks of the company's new fiscal year, which began Aug. 30.

This information was contained in a financial report sent to stockholders by Si H. Fabian, president. Accompanying the report was the company's proxy statement for the annual meeting, set for Jan. 14, 1954, in Wilmington, Del.

The report, covering the period from March 1 to Aug. 29, listed a loss of $970,700, comprising an operating loss of $320,900 and a capital loss of $649,800 arising from sales of theatres and other properties. Such operating loss, it was added, is after deducting

(*Continued on page 3*)

Columbia to Release De Sica Production

HOLLYWOOD, Dec. 8.—Negotiations have been completed between Harry Cohn, president of Columbia Pictures, and Frank I. Davis, Jr., president of Selznick Co., Inc., whereby Columbia will distribute (in the Western Hemisphere) "Indiscretion of an American Wife," co-starring Jennifer Jones and Montgomery Clift. The picture marks the American-language production and directional debut of

(*Continued on page 3*)

Product Solution

Release Prints In All Sizes, Barnett Urges

Warns Against Stifling Small, Drive-in Theatres

MEMPHIS, Dec. 8.—The release of prints, no matter in what media the production was filmed originally, in dimensions adaptable to small theatres and drive-in situations was advocated here today by Herbert Barnett, president of the Society of Motion Picture and Television Engineers.



Herbert Barnett

In an address before the convention of the Motion Picture Theatre Owners of Mississippi, Tennessee and Arkansas, Barnett declared:

(*Continued on page 7*)

Moropticon Offering Three Sales Plans For New 3-D System

A new sales policy for the Moropticon single strip 3-D system was revealed here yesterday by Al O'Keefe, vice-president of the Moropticon-Pola-Lite Corp. The policy, he said, would enable operators of any size house to install equipment now.

Instead of the previously announced

(*Continued on page 3*)

'Christmas Salute' Ahead of Last Year

Early reports on the annual "Christmas Salute" of the Will Rogers Memorial Hospital indicate that collections are running ahead of last year, it was disclosed here yesterday following a meeting of the executive

(*Continued on page 7*)

Prospects Bright

O'Donnell Sees Magnetic Tape An Industry Boon

OKLAHOMA CITY, Dec. 8.—Magnetic tape's potential impact on the industry was stressed here today by Robert J. O'Donnell, vice-president and general manager of Texas Interstate circuit. Speaking at the annual convention of the Theatre Owners of Oklahoma, O'Donnell also discussed Telemeter and urged a re-awakening to showmanship.

The industry, O'Donnell said, can look forward to a saving of $165,000,000 annually within the next two or three years because of magnetic tape. The saving, he added, will be effected through both production and distribution, and "it will be up to us, the exhibitors, to demand and get our share."

"By utilizing the new electronically

(*Continued on page 3*)

Every minute flames with furious action! Walt Disney's Rob Roy starring RICHARD TODD GLYNIS JOHNS

BOOK IT NOW! All Live Action in Technicolor

ADVERTISED IN THE FEB. ISSUE OF Redbook THE MAGAZINE FOR YOUNG ADULTS

• More than 5,750,000 Primary Readers

Personal Mention

ERIC A. JOHNSTON, president of the Motion Picture Association of America, will be guest next Monday on "Chronoscope" over the television network of CBS.

•

E. O. WILSCHKE, Altec Service Corp. operating manager, who underwent surgery last week at Overlook Hospital, Summit, N. J., is recuperating.

•

HARRY GOLDSTEIN, Allied Artists field representative, in Boston from New York, has been hospitalized in Massachusetts Memorial Hospital.

•

DOROTHY BLUMENTHAL, secretary to AL SWERDLOVE, of the Screen Guild, Boston, is in Peter Bent Brigham Hospital there for surgery.

•

H. M. BESSEY, executive vice-president of Altec Service Corp., has arrived in Beverly Hills from New York.

•

WALTER READE, JR., president of the Theatre Owners of America, will return here tomorrow from Memphis and Oklahoma City.

•

A. A. WARD, Altec Service Corp. vice-president, has returned to New York from Memphis and Nashville.

•

MILTON BERLE will be married today to Ruth Cosgrove. A reception will follow at the Plaza Hotel.

•

FRED E. GREENWAY, manager of Loew's Poli Palace, Hartford, is hospitalized in Hartford Hospital.

•

JAMES PRICHARD, Allied Artists Southern district manager, was in Atlanta last week from Dallas.

Poster vs. NSS Action Slated for Feb. 1

PHILADELPHIA, Dec. 8. — The anti-trust action of Independent Poster Exchange against National Screen Service, Inc. and the major film companies will be argued before the Circuit Court of Appeals here on Feb. 1. The action is being appealed from a dismissal in the district court by Judge Kirkpatrick, who claimed that the action was barred because the plaintiffs had settled a previous case with substantially the same defendants about a decade earlier.

New 3-D System From Savini, Feys

A new 3-D system, called the Astor 3-D single camera optical unit, to be utilized in the production of both 3-D pictures and wide-screen, has been perfected by R. M. Savini and John C. Feys, president and vice-president, respectively, of Astor 3-D Films, Inc. The system is said to feature a single film, camera and lens, and can be projected by a single or double projector.

Columbia Pays Stock Dividend

Stockholders of Columbia Pictures have received a stock dividend equal to 2½ per cent of the common stock issued and outstanding on Oct. 23. In lieu of cash, stockholders holding 40 or more shares received one share of stock for each 40 shares. As no fractional shares of common stock were issued, those entitled to a fraction of a share received a check for the cash representing the value thereof.

In conformity with the requirements of the New York Stock Exchange with regard to such accounting procedure, the company's earned surplus account is being charged $15 per share for each new share of common stock issued as a stock dividend, excluding the dividend of shares held in the treasury. The amount represents the market value as of Oct. 8.

Hub Cinerama Debut To Aid Jimmy Fund

BOSTON, Dec. 8.—The entire proceeds of the New England premiere of "This Is Cinerama," to be held at the Boston Theatre here on Dec. 30, have been offered to the Jimmy Fund of the Variety Club to be used for the benefit of child victims of cancer.

Si Fabian, president of Stanley Warner Cinerama Corp., in making the offer to donate the proceeds, sent word from New York that he has been awaiting the opportunity to participate in the work of the Jimmy Fund, having visited the Jimmy Building on a recent trip to Boston and having seen for himself the rapid progress being made in this endeavor.

Skouras, Boasberg Plan BSA Meeting

Spyros S. Skouras and Charles Boasberg, co-chairmen of the amusement division for the Greater New York Councils of the Boy Scouts Fund Raising Campaign, will speak at a meeting of the division to be held Friday at the Hotel Astor. Also scheduled to deliver an address is Joseph L. Eckhouse, executive head of Gimbel's, New York department store.

Nathan Lapkin has been succeeded by Phil Harling, of the Fabian circuit, as head of the theatre equipment committee for the drive.

Plagiarism Suit To High Court

WASHINGTON, Dec. 8.—A plagiarism suit against Paramount Pictures was appealed to the Supreme Court today.

The suit was brought by Myra Page Wiren, who claims that the company used material from her play, "Most," for its production of "Death Takes A Holiday." The Court of Appeals for the District of Columbia had ruled in favor of the company.

Drive-in Owner Killed

CLEVELAND, Dec. 8.—Word has reached here that Norris Wilson, owner of the Cadiz Drive-in, was killed on Nov. 28 while on a hunting trip in West Virginia.

SPG and AMPP Open Pact Negotiations

HOLLYWOOD, Dec. 8.—The Screen Publicists Guild has opened negotiations with the Association of Motion Picture Producers on a new contract to replace the pact which expired on Oct. 25. Proposals, presented several months ago, include a 15 per cent wage increase, a pension plan and various fringe benefits.

Sarnoff a Sponsor of 'Cantor' Premiere

David Sarnoff will be honorary chairman of the Educational Alliance premiere committee for the opening of Warner Brothers' new color in Technicolor musical, "The Eddie Cantor Story," which takes place on Wednesday evening, Dec. 23, at the Paramount Theatre here. Arthur Murray will be honorary vice-chairman of the committee under the sponsorship of the Educational Alliance Alumni Association and the Eddie Cantor Camp Committee.

Sarnoff and Murray are alumni of the Educational Alliance, New York community service organization which gave Cantor and other prominent citizens a guiding hand in their formative years.

Following the special showing, "The Eddie Cantor Story" will begin a regular public engagement at the Paramount on Dec. 25.

Youngstein to Toast Variety Club Crew

Max E. Youngstein, vice-president of United Artists, will be toastmaster at the installation luncheon of Variety Club, Tent No. 35, to be held here Friday at the Piccadilly Hotel. The new crew will be inducted by Jack Beresin, chief barker of Variety Clubs International. It is expected that plans of the new administration will be outlined by Edward L. Fabian, incoming chief barker.

50-Cents-and-Under Columbus Tax Ended

COLUMBUS, O., Dec. 8.—Neighborhood theatres here will be virtually free of the city's 3 per cent admission tax after Jan. 1. Repeal of the tax on tickets of 50 cents and less was voted by the City Council, following a petition from theatremen here for the action. General top admission in neighborhoods is 50 cents. The tax reduction will not pass to patrons.

RKO Books Disney Show

A complete Walt Disney program, consisting of "Peter Pan," "Bear Country" and "Nature's Half Acre," has been booked by RKO Theatres beginning Dec. 16 and extending into the new year. RKO houses throughout the country will play the program, said Charles Boasberg, RKO Radio general sales manager. New York dates, he added, have not yet been set.

To Argue Dismissal Of Anti-Trust Suit In Buffalo Dec. 21

BUFFALO, Dec. 8.—Notice has been served in Federal Court here that a motion seeking the dismissal of $841,500 anti-trust suit filed against several distribution and exhibition corporations and three individuals will be argued on Dec. 21.

The motion to dismiss is being brought against a complaint by the Martina Theatre Corp. of Albion which seeks a treble damage judgment charging that the defendants are acting in restraint of trade.

Names of the defendants are Schine Theatres, Inc., J. Meyer Schine, Louis W. Schine and John A. May, and Paramount, RKO Radio, Warner Brothers, 20th Century-Fox, Loew's United Artists, Columbia and Universal.

In the complaint, Martina charges that the Schine defendants are engaged in a "combination of conspiracy" in restraint of trade. The complaint alleges the various corporations, by various "deals" prevent independent exhibitors from obtaining films.

Martina also contends that "the producer-distributor defendants have knowingly and continuously engaged in a combination and conspiracy to restrain and to monopolize interstate and foreign commerce in distribution and exhibition of motion pictures in violation of the Sherman law."

In an affidavite filed with the notice of motion, the film corporations contend that Martina filed an identical complaint in 1951, which was settled upon payment of $23,000. The affidavit states there is no cause for action in the present complaint.

Grainger, Raftery Upheld on Appeal

The Appellate Division of the New York Supreme Court yesterday unanimously approved the Bronx Surrogate Court's earlier ruling exonerating Edmund C. Grainger and Edward C. Raftery of charges of fraud in their trusteeship of the Maurice A. Shea Estate.

Grainger, former president and general manager of Shea Enterprises, and Raftery, motion picture attorney, were trustees of the estate with Thomas E. Shea. The action against the two, both now associated with RKO Theatres, was brought in 1952 by Dorothy Shea, daughter of the founder of the Shea circuit and wife of Gerald Shea, its present head. The Surrogate's court approved the report of a referee rejecting all charges of fraud against the defendants and an appeal to the Appellate Division was taken by the plaintiff.

Alfred Gelbspan Dies

Alfred Gelbspan, father of Herb R. Gelbspan, vice-president of the Hal Roach Studios, died here yesterday. Alfred Gelbspan was formerly connected with Columbia Pictures. Funeral services will be held at Forest Park Chapel, Queens Boulevard, Long Island, tomorrow.

Dr. Stanley Gelbspan, another son, also survives.

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Magnetic Tape

(*Continued from page* 1)

recorded tape," he said, "transportation and distribution costs can be practically eliminated, since the tape will be compact and light enough to be shipped parcel post. Actually, the tape will be small enough to carry in a coat pocket."

The technical improvement will necessarily result in some labor adjustments which the over-all economy can absorb, O'Donnell said, explaining that distribution personnel can be reduced by 75 per cent; 3,125 employes will be able to handle distribution where there are now approximately 12,500 employes. He predicted that film transportation costs will practically be eliminated with the advent of magnetic tape and that the average $22,000,000 spent yearly for transporting film can be reduced to less than $1,000,000 by shipping parcel post.

"This technical achievement plus smart analysis of picture selling can be the solution for the motion picture industry," O'Donnell said, adding that "our future has never appeared brighter."

In regard to Telemeter, which was demonstrated recently by Paramount in Palm Springs, Cal., O'Donnell said that it could either become a "tremendous boom" or a "tremendous danger" to the industry. If exhibition controls Telemeter and "we produce special events and added attractions for Telemeter consumption, then we can expect the boom," he said. But, he pointed out, "if our feature films are released simultaneously for Telemeter and theatre screens, then we can expect the serious hazard." O'Donnell said that, in his opinion, feature films should not be released to Telemeter without a definite availability date.

As for television, O'Donnell said it had been proved that TV hurts theatres in a community when it is first introduced, but the TV audience begins to decline after 11 months. Exhibitors must start a progressive campaign to get that audience back into theatres, he said.

Two Campaigns Planned

O'Donnell said the Texas Council of Motion Picture Organizations had designed two campaigns for next year to win back the public. The first is planned for April, with the goal being to achieve the biggest attendance in the history of the industry in Texas. A second campaign is planned for August for the purpose of topping the April figures. Advertising will be increased and theatre employes will be indoctrinated with loyalty to the industry. O'Donnell bemoaned the fact that the industry had decreased its advertising since 1946 while other industries had increased it.

O'Donnell concluded with the statement that "we can look forward to elimination or certainly a reduction of the 20 per cent Federal admission tax. This is one more of the many bright spots on our horizon for 1954."

Yesterday a group of theatre owners met with the Oklahoma Congressional delegation to discuss the elimination of the theatre excise tax.

The convention adjourned without electing new officers and directors. The organization's elections will be held by mail.

S-W Reports Profit

(*Continued from page* 1)

all charges, including a charge of $1,345,100 for depreciation and amortization of buildings, leaseholds and equipment. The operating results, the report continued, were adversely affected by charging to expenses certain non-recurring items relating to the organization of the company on March 1, when exhibition and production of Warner Brothers was split into two separate firms.

Other factors contributing to the results, the report stated, were expenses required to adapt theatre equipment to show 3-D films, and a portion of the expense relating to the installation of wide screens and stereophonic sound necessary for the exhibition of pictures produced in other new processes.

Sees 'Public Response'

Regarding the brighter results in the first nine weeks of the new fiscal year, Fabian said that "while we cannot assert that operating profits will continue at this rate, it is a healthy portent, reflecting the benefits from some of the changes in operation instituted by your new management and the basic public response to improved motion picture product."

At the annual meeting, it was stated, stockholders will be asked to permit the company to further diversify its business activities by acting on a proposed amendment to the company's certificate of incorporation. The amendment is being offered, the report explained, so that the company's income is not dependent solely upon the entertainment field. The present certificate limits the company, in general, to business in the entertainment field, it was added.

To date, the report continued, 45,500 shares of Stanley Warner common stock has been purchased by the company, which utilized a portion of the cash received from the sale of theatres. The cost to the company for the purchase of these shares was put at $465,394.

It was also noted in the report that the company, subject to the approval of the Federal Communications Commission, purchased a 50 per cent interest in the Van Curler Broadcasting Corp., which is constructing the new television station WTRI in the Schenectady, Troy and Albany area.

The annual meeting, according to the proxy statement, will elect three directors, approve and ratify the employment contract between Fabian Enterprises and Stanley Warner, covering the services of Fabian and Sam Rosen, executive vice-president, and act on the proposal to amend the certificate of incorporation.

New Directors Named

The following were nominated by management to be reelected to the board for a two-year term: Harry M. Kalmine, Maurice A. Silver and Lester Crown. Kalmine is vice-president and general manager of the corporation, while Silver is zone manager in charge of theatre operations in the Pittsburgh and Cleveland areas, and Crown is a vice-president of the Marblehead Lime Co., Chicago.

According to a schedule of executive salaries in the proxy, the remuneration to Fabian and Rosen for the March to August period totaled $78,000; David G. Baird, finance committee chairman, $18,200; Kalmine, $65,000; and Silver, $19,500. The total paid to all directors and officers for the period was put at $235,625. Under the Fabian and Rosen employment contract, their earnings are paid to Fabian Enterprises, a family corporation.

Columbia-De Sica

(*Continued from page* 1)

Vittorio de Sica. The production will be distributed in England and on the Continent by de Sica, and throughout the rest of the world it will be handled by various territorial distributors.

The deal represents the first association between Columbia and the David O. Selznick enterprises.

Praise for Columbia

Davis stated that "we believe" Columbia "has few peers and no superiors in aggressive showmanship, and in the sale of product to both exhibitors and the public. So strongly do we believe this that we did not even entertain certain other offers, or even screen the picture for several other front-line distributors who had been pursuing us for it. We are confident that Columbia will get great results on 'Indiscretion,' and share its hope it will lead to other associations between our companies."

"Indiscretion of an American Wife" will be released early in the new year. Extensive exploitation plans already are under way.

National Dairy

(*Continued from page* 1)

the merchandising, advertising, and promotion plans of National Dairy for the marketing of Sealtest products in the coming year. The tele-session will enable National Dairy to tie in local selling and promotional efforts with the national program.

A two-hour television entertainment program will be featured in the tele-session. The entertainment will integrate show-business background with the National Dairy commercial messages to its audience. The use of a specially created television show marks a first in closed-circuit television showmanship, Halpern said.

Beverly Will Handle McCarthy's 'Promise'

Glenn McCarthy, Texas financier, has completed an agreement with Herbert Bregstein, president of Beverly Pictures, Inc., by which Beverly will take over distribution of "Green Promise," which McCarthy produced in 1950 for RKO Radio release. The picture stars Walter Brennan.

Beverly also is taking over distribution of "Mr. Peek-A-Boo" from United Artists, and "Vicious Years" from Allied Artists, and will release Hal Roach's recently completed "The Lamb in the Manger," a Christmas subject starring Maureen O'Sullivan.

Moropticon

(*Continued from page* 1)

sales program which committed an exhibitor for a minimum of 30,000 Pola-Lite glasses over a period of one year, O'Keefe said that the company's new sales policy consists of three individual sales plans which now make Moropticon "easily available to all exhibitors."

Three Plans Offered

"In setting up this new sales plan," O'Keefe said, "exhibitors will find one of the three plans definitely suited to his particular situation. These three plans reflect some exhibitor reactions following our Moropticon demonstrations recently held in New York, Philadelphia and Chicago."

The three new sales plans consist of the following:

Plan A: The company will furnish the exhibitor a complete Moropticon system with a contract for 30,000 pairs of Pola-Lite glasses in a period of one year, at a minimum rate of 2,500 pairs per month. The exhibitor may accelerate his purchases and it is possible that he can use the entire 30,000 pairs on his first engagement. A $500 deposit will accompany the order and will apply against the last 5,000 pairs of glasses furnished. This agreement is for the usage of the Moropticon system for a period of 12 months. It can be renewed for an additional year and from year to year as desired.

Plan B: The company will furnish the Moropticon system with a payment of $500 which will accompany the contract and with a commitment for 12,000 pairs of Pola-Lite glasses at the minimum rate of 1,000 pairs per month for 12 months. The exhibitor will have the usage of, and retain the Moropticon equipment for a period of five years.

One for Outright Lease

Plan C: This plan is for the outright lease of the equipment for a two-year period with no commitment of Pola-Lite glasses. A $500 deposit will accompany the order and the exhibitor will pay $62.50 a month, with the $500 deposit applying against the last $500 due under the terms of the agreement. The total rental for the two years is $1,500.

O'Keefe pointed out that other key city demonstrations of Moropticon are being planned and will be announced when arrangements are finalized.

B & K Planning Dual Plus Stage Show

CHICAGO, Dec. 8. — The first double feature plus stage show ever to be presented at the Chicago Theatre is scheduled for the Dec. 18 week, just before the opening of "Kiss Me Kate" on Christmas Day. Balaban & Katz is selling the triplet as its "Christmas present" to the public. "Vicki" and "The Glass Web" are booked as the features, and B&K is dickering with leading recording artists to headline the stage bill.

Rank's 'Malta Story' To United Artists

United Artists will release "Malta Story," the J. Arthur Rank adventure drama depicting the wartime defense of the British island fortress in the Mediterranean and starring Alec Guinness. The film was produced by Peter de Sarigny and directed by Brian Desmond Hurst.



THE GREAT EVENT THAT USHERS IN M-G-M's 30TH ANNIVERSARY JUBILEE!



M-G-M presents in CINEMASCOPE "KNIGHTS OF THE ROUND TABLE" in Color Magnificence starring ROBERT TAYLOR • AVA GARDNER • MEL FERRER with Anne Crawford • Stanley Baker • Screen Play by Talbot Jennings, Jan Lustig and Noel Langley • Based on Sir Thomas Malory's "Le Morte D'Arthur" Directed by Richard Thorpe Produced by Pandro S. Berman

Soon the World will see M-G-M's
FIRST Production in the magic of

CINEMASCOPE IN COLOR MAGNIFICENCE

Knights Of The Round Table

How fitting that this mighty picture marks
the start of a great industry celebration
"M-G-M's 30TH ANNIVERSARY JUBILEE"!



Balto. Court

(*Continued from page* 1)

film "arbitrary and capricious." He held that the picture is "neither obscene, indecent nor immoral, nor tending to corrupt public morals" but is a story of "virtue triumphant."

The power of the censoring body is limited to banning what is "obscene and indecent" because of recent U. S. Supreme Court decisions, Judge Moser said. He suggested that, under present circumstances, the state legislature either pass a censorship statute which could be "constitutionally enforced" or that the Maryland Board of Motion Picture Censors be abolished.

The functions of the board, the opinion stated, could be taken over by existing prosecuting officials.

The court criticized the board for not having any "fixed standards" by which to interpret what is "indecent, immoral and obscene," which constitute the limits of the board's authorizations.

Referring in his opinion to the motion picture industry's Production Code Administration, which has refused its seal of approval to the film, the judge said "those clauses in the Code cited against 'The Moon Is Blue' are not such standards as may be constitutionally applied by governmental censors."

Sydney R. Traub, chairman of the state censor board, said he thought Judge Moser's decision should be appealed so that the Court of Appeals could pass on the censorship law.

Cinerama

(*Continued from page* 1)

to have plans for the foreign exhibition of Cinerama in 10 situations during the coming year. The outlook for 1954, according to the same source, is the operation of 24 worldwide Cinerama houses by the end of next year.

One factor limiting the number of Cinerama installations is the availability of equipment. It is understood that Cinerama, Inc., the equipment manufacturing firm, is due to deliver equipment for seven more theatres by June of next year. Other factors limiting the number of outlets is the expense involved in equipping a theatre, the difficulty of producing for the medium, and the lack of product to maintain theatres in less populated areas.

The five situations set for next year include St. Louis, scheduled to open on Jan. 25; Minneapolis, to open on March 29; Dallas, Miami and Cleveland, for which opening dates have not been set. Cinerama will open in San Francisco on Dec. 25 and in Boston on Dec. 30.

The foreign field, for which installations are being considered, involve Toronto, Montreal, London, Paris, Rome, Sao Paulo or Rio de Janeiro, Brazil; Buenos Aires, if a monetary agreement can be worked out with the Argentine Government, and New Delhi, and two other cities.

The Pittsburgh Cinerama situation opened yesterday, bringing the total number now in operation to seven.

Fischel in New Post

Ernst Fischel has been named general manager of Films of the Nations Distributors, Inc., and will be in charge of distribution and sales.

National Pre-Selling

"MOGAMBO," reports Phil Hartung in the December issue of "Woman's Home Companion," "is the story of a show girl, Ava Gardner, who is jilted by a Maharaja. She consoles herself with Clark Gable, head of an African hunting expedition. But wild animals are Clark's main business and he soon drops Ava, when Grace Kelly and her anthropologist husband arrive for a safari into gorilla country."

"Mogambo" offers stunning shots of the savage splendor of Africa, plus a good cast in a thrill-packed drama.

•

"How to Marry a Millionaire" was chosen as the picture of the month for January by Edwin Miller, motion picture editor of "Seventeen."

•

"It Came from Outer Space," "All American," "No Business Like Show Business," "East of Sumatra," "Forever Female," "His Majesty O'Keefe" and "Take Me to Town" are all advertised and the pictures' male stars spotlighted in eight full color pages appearing in December's "Coronet," which, incidentally, also advertises Van Heusen shirts.

•

"Sabrina Fair's" director, Billy Wilder, speaking about the picture's star, Audrey Hepburn, says, "She may be too good for most people. She gives the distinct impression that she can spell 'schizophrenia.' I ask her to decide which is the best take because her judgment is so sound," reports "Life's" current issue.

Audrey, gazing off the front cover of "Life," appears to be interested in the reader's thinking. She said, "The more I learn, the better actress I'll be." Nine pages of photographs taken on the set of "Sabrina Fair" appear in the issue.

•

"Decameron Nights," reports Florence Somers in December's "Redbook," is three stories from one of the most famous collections of tales, Boccaccio's "Decameron." They are the basis of this adult love story. A keen student of human nature, Boccaccio was so adept at depicting the foibles and emotions of his fellow men that his lusty tales are as lively now as when he wrote them.

•

"Othello" has been awarded the "Parents' Magazine" medal of special merit. The medal will be presented to Max Youngstein, V. P. in charge of worldwide advertising and publicity for U. A., by Phil Willcox of "Parents' Magazine." The announcement will be made in the February issue.

•

"Tennessee Champ's" star, Shelley Winters, writing in the January issue of "Modern Screen" about what she believes, said, "Today I have come to believe that faith is positive and that the whole basis of religion is the interlocking of man's responsibility to man. Until this conviction forced itself into my consciousness (and it had to fight its way to recognition) I had lots more trouble accepting myself as a mature person than I have today."

WALTER HAAS

Barnett Urges

(*Continued from page* 1)

"To do less, in my opinion, is a stifling of a very important segment of this industry."

Barnett, referring to the product shortage, expressed confidence that if exhibitor organizations gain the cooperation of producers and distributors, product will be available.

Barnett also called attention to a new lens, called the Xpansa Lens, which, he said, permits adjustment of aspect ratios over a wide range of values and which can be attached to a normal projection lens. The SMPTE president said he had not seen a demonstration of the lens as yet, but added "fundamentally, the idea is sound. Through its use," he continued, "you will be able to adjust picture ratios to the best advantage of your individual theatre."

Sees 3-D as 'Revitalizer'

An expression of optimism regarding the utilization of a wide-screen process in some form was voiced by Barnett, who heralded the debut of Cinerama and "Bwana Devil," the first 3-D commercial feature, as revitalizers of the industry. Regarding 3-D, he traced its declining box-office pull due to what he called indifferent audience reaction to 3-D product without quality and its present re-emergence in a number of current 3-D releases in which "engineering knowledge" is applied.

Among other speakers heard today were Eddie Aaron and Alex Harrison, of 20th Century-Fox, and Edward Lachman, of Nord 3-D.

Mayor Frank T. Tobey of Memphis welcomed the theatre owners at luncheon.

Tomorrow, election of officers will be in the spotlight, with Leon Rountree, Holly Springs, Miss., out-going president, slated to be named chairman of the board, as is customary. James Carbery, Little Rock, will be elected president.



FLY TWA to EUROPE and SAVE!

Hotels are uncrowded, your dollars buy more and during Thrift Season (Nov. through March 31) you save up to $101 on TWA round-trip tickets to Europe. See your travel agent or call TWA, Trans World Airlines.

Kansas City MPA Elects 4 Directors

KANSAS CITY, Dec. 8.—The Motion Picture Association of Greater Kansas City today elected four directors to fill expired terms, and one to fill the unexpired year of the four-year term of the late Howard Burkhardt. Charles Crawford, office manager of the RKO Radio branch, was elected to the short term. Others named are Ben Shlyen, "Boxoffice"; Louis Patz, National Screen Service; Richard Bros, Fox Midwest, and Eddie Mansfield, Kansas City district manager for Commonwealth Theatres.

The directors will meet within a month to elect officers from the board membership.

Lawler Reviews Year

Senn Lawler, president, reporting on the past year's work, emphasized the welfare items such as assisting 69 boys in attending the YMCA camp, and the numerous public relations and educational activities, particularly the recent participation in a "business and schools" conference sponsored by the Chambers of Commerce. Teachers and parents were assigned in groups of twenty to various industries. The twenty assigned to motion pictures attended a conference on Film Row at which different aspects of the industry were explained such as routing and selling pictures to exhibitors, advertising, and operations. The 20 then attended the Orpheum Theatre to see "The Robe."

'Knights' Promotion

(*Continued from page* 1)

Table." The meeting was the first of a series of three to get under way for discussing future plans for M-G-M's first CinemaScope production, its 30th anniversary jubilee and future releases.

In attendance were Howard Strickling, studio publicity head; Silas F. Seadler, advertising manager; Dan Terrell, publicity manager; Emery Austin, promotion manager; Oscar A. Doob, special promotion executive; O. A. Kingsbury, representing Loew's Theatres, and Dave Blum, representing the international department. In addition, Joe Flynn, of the promotion section, and Halsey Raines, of the publicity section, were present to take part in discussion of specific phases of the campaign.

'Novelty of Approach'

Dietz stated M-G-M's promotion will be undertaken with novelty of approach and a determination for reaching the greatest audience "in heralding one of the most important pictures a company has undertaken in the business."

Christmas Salute

(*Continued from page* 1)

committee Monday night. The Memphis area already has passed its total of last year, while the San Francisco territory appears to be in the top position among the reported aras.

Arthur Mayer, new chairman of the executive committee, told the group of his recent trip to the hospital at Saranac Lake and stated that in his opinion the institution was the finest of its kind in the country.

It was decided at the meeting to postpone the annual board of directors meeting from this month until March.

RKO RADIO PICTURES, Inc.

TRADE SHOWINGS

OF

WALT DISNEY'S

ROB ROY

THE HIGHLAND ROGUE

Color by TECHNICOLOR

ALBANY	Fox Screening Room, 1052 Broadway	Tues. 12/15	2:30 P.M.
ATLANTA	RKO Screening Rm., 195 Luckie St., N.W.	Tues. 12/15	2:30 P.M.
BOSTON	RKO Screening Rm., 122-28 Arlington St.	Tues. 12/15	2:00 P.M.
BUFFALO	Mo. Pict. Oper. Screen. Rm., 498 Pearl St.	Tues. 12/15	2:30 P.M.
CHARLOTTE	Fox Screening Room, 308 S. Church St.	Tues. 12/15	2:00 P.M.
CHICAGO	RKO Screening Rm., 1300 S. Wabash Ave.	Tues. 12/15	1:30 P.M.
CINCINNATI	Fox Screening Room, 1638 Central P'kway	Mon. 12/14	2:00 P.M.
CLEVELAND	Fox Screening Room, 2219 Payne Ave.	Tues. 12/15	2:30 P.M.
DALLAS	Republic Screen. Rm., 412 So. Harwood St.	Tues. 12/15	2:30 P.M.
DENVER	Paramount Screening Room, 2100 Stout St.	Tues. 12/15	2:00 P.M.
DES MOINES	Paramount Screening Room, 1125 High St.	Tues. 12/15	1:00 P.M.
DETROIT	Blumenthals Screen. Rm., 2310 Cass Ave.	Tues. 12/15	2:30 P.M.
INDIANAPOLIS	Universal Screen. Rm., 517 N. Illinois St.	Tues. 12/15	1:00 P.M.
JACKSONVILLE	Fla. State Screen. Rm., 128 E. Forsythe St.	Tues. 12/15	2:00 P.M.
KANSAS CITY	Paramount Scrn. Rm., 1800 Wyandotte St.	Tues. 12/15	1:30 P.M.
LOS ANGELES	RKO Exchange, 1980 So. Vermont Ave.	Tues. 12/15	2:00 P.M.
MEMPHIS	Fox Screening Room, 151 Vance Ave.	Tues. 12/15	12:15 P.M.
MILWAUKEE	Warner Scrn. Rm., 212 W. Wisconsin Ave.	Tues. 12/15	2:00 P.M.
MINNEAPOLIS	Fox Screening Room, 1015 Currie Ave.	Tues. 12/15	1:30 P.M.
NEW HAVEN	Fox Screening Room, 40 Whiting St.	Tues. 12/15	2:00 P.M.
NEW ORLEANS	Fox Screening Room, 200 S. Liberty St.	Tues. 12/15	10:30 A.M.
NEW YORK	RKO 58th St. Theatre, 58th St. & 3rd Ave.	Tues. 12/15	8:30 P.M.
OKLAHOMA	Fox Screening Room, 10 North Lee St.	Tues. 12/15	2:00 P.M.
OMAHA	Fox Screening Room, 1502 Davenport St.	Tues. 12/15	1:30 P.M.
PHILADELPHIA	RKO Screening Room, 250 N. 13th St.	Tues. 12/15	2:30 P.M.
PITTSBURGH	RKO Screen. Rm., 1809-13 Blvd. of Allies	Tues. 12/15	2:00 P.M.
PORTLAND	Star Film Scrn. Rm., 925 N.W. 19th Ave.	Tues. 12/15	2:00 P.M.
ST. LOUIS	RKO Screening Room, 3143 Olive St.	Tues. 12/15	2:00 P.M.
SALT LAKE CITY	Fox Screening Room, 216 E. 1st St. South	Tues. 12/15	1:30 P.M.
SAN FRANCISCO	Fox Screening Room, 245 Hyde St.	Tues. 12/15	2:00 P.M.
SEATTLE	Jewel Box Screening Room, 2318 2nd Ave.	Tues. 12/15	1:00 P.M.
WASHINGTON	Film Center Screening Room, 932 New Jersey Ave.	Tues. 12/15	2:00 P.M.



JAN. 18—First CinemaScope anamorphic lenses flown to 20th's studios.

JAN. 26—20th executives view preliminary CinemaScope test reels.

JAN. 28—20th announces "The Robe" will be first production in CinemaScope.

FEB. 2— 20th adopts CinemaScope for all its productions.

FEB. 23—"The Robe" goes before the CinemaScope cameras.

MAR. 18—First demonstration of CinemaScope unanimously acclaimed by exhibitors, industry executives, technicians and world press.

MAR. 18—Loew's, Inc., announces M-G-M will produce in CinemaScope.

APR. 24—CinemaScope demonstrations start in New York, followed by showings in all principal cities of the world.

MAY 12—20th announces perfection of revolutionary single-film 4-track magnetic stereophonic sound system.

JUNE 2— United Artists goes CinemaScope.

JUNE 25—Walt Disney goes CinemaScope.

AUG. 11—Industry and press hail first demonstration of CinemaScope 4-track magnetic stereophonic sound system.

SEPT. 16—Eight months after first CinemaScope tests, "The Robe" has World Premiere Presentation at Roxy, New York.

SEPT. 24—First week of "The Robe" at Roxy grosses world record $264,428.

OCT. 22—Canadian premiere of "The Robe."

OCT. 29—Columbia goes CinemaScope.

NOV. 4— Warner Bros. goes CinemaScope.

NOV. 9—"How to Marry a Millionaire," second great CinemaScope production starts breaking records across the country.

NOV. 19—London premiere of "The Robe."

NOV. 27—Rome and New Zealand premieres of "The Robe."

DEC. 3— Paris premiere of "The Robe."

DEC. 9— Australian premiere of "The Robe."

DEC. 10—Germany premiere of "The Robe."

DEC. 16—World Premiere of "Beneath the 12-Mile Reef" at Roxy, N. Y.

DEC. 17—Mexico premiere of "The Robe."

DEC. 22—World Premiere of "King of the Khyber Rifles" at Rivoli, N.Y.

DEC. 25—84-theatre day and date Christmas holiday engagement of "The Robe" starts in New York City area.



FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 74. NO. 111 NEW YORK, U. S. A., THURSDAY, DECEMBER 10, 1953 TEN CENTS

A Look at '54

Sees Tax Relief Sure for Low Priced Ticket

Cole Would Cut Rates; Reade Asks Nat'l Drive

MEMPHIS, Dec. 9.—Col. H. A. Cole, Dallas exhibitor and a key figure in the campaign of the Council of Motion Picture Organizations to bring about the removal of the Federal amusements tax, today told the delegates to the 44th convention of Motion Picture Theatre Owners of Arkansas, Tennessee and Mississippi that small town theatres "undoubtedly" can expect some relief from the amusement tax next year.

The biggest convention in the history of the theatre owners of the tri-states ended tonight with a dinner at which Nat Williams, Thomasville,

(*Continued on page* 4)

Loewenstein Heads Oklahoma T.O. Again

OKLAHOMA CITY, Dec. 9.—Morris Loewenstein, president of the Theatre Owners of Oklahoma for more than 30 years, was reelected to that post by the new board of directors of the organization at a meeting following the close of the annual convention here last night.



M. Loewenstein

Other officers elected were: Paul Stonum of Anadarko, Okla., chairman of the board; J. H. Goerke, Canton, first vice-president, and Ralph Talbot, Tulsa, secretary.

The new directors are: Ed Holt

(*Continued on page* 4)

Bank Gets 10 Films, Judgments for Six

HOLLYWOOD, Dec. 9. — The Bank of America National Trust and Savings Association today was awarded possession of 10 independently produced pictures, together with money judgments in six in-

(*Continued on page* 4)

'Best Years' Still a Very Timely Motion Picture

By JAMES CUNNINGHAM

The still vivid memories instilled by Samuel Goldwyn's "The Best Years of Our Lives" 'way back in Nov., 1946, were not dimmed one iota Tuesday evening when distributor RKO Radio brought back this great production to the screen of RKO's 58th Street Theatre here, to show it to the press prior to its re-release in February. Rather, those memories of the unusually human tale about the homecoming of a trio of World War II veterans gained added lustre from the knowledge that here is one of the few great screen masterpieces about contemporary life that is as timely today as it was on the day it made its debut, seven years ago. For there are now "GI's" everywhere returning from Korea whose lives, home-life and problems are pretty much the counterparts of those

(*Continued on page* 4)

Para. Gulf to Aid Tornado Victims

NEW ORLEANS, Dec. 9.—The Paramount Gulf circuit will give a day's receipts from each of its theatres in Mississippi to aid the citizens of tornado-stricken Vicksburg. The circuit, through its president, Gaston J. Dureau, Jr., has advised both the governor of Mississippi and Mayor Pat Kelly of Vicksburg of the project.

The Mississippi Theatre Owners Association will cooperate in the relief plan.

Ginsberg to Scout Talent for 'Giant'

Henry Ginsberg is here from the Coast to scout talent for "Giant," the Edna Ferber novel, which he will produce in association with George Stevens for Warner Brothers. Stevens will direct.



Henry Ginsberg

Ginsberg will be in New York for an extended stay, during which he will hold preliminary conferences and work with the Warner talent department on the selection of players for the production. He is particularly interested in finding fresh talent. Local theatrical offerings and television productions will be observed to find the most appropriate performers for the screen version of "Giant."

Republic's Newbery Names 3 Assistants

Appointments of three executive assistants to handle various phases of Republic home office sales operations have been made by C. Bruce Newbery, director of sales.

The executive aides are: John A.

(*Continued on page* 4)

Richardson Elected Para. Treasurer

James H. Richardson, assistant treasurer of Paramount, yesterday was elected treasurer of the company at a meeting of the board of directors. He succeeds Fred Mohrhardt, recently deceased.



J. H. Richardson

Richardson, who had been senior assistant to Mohrhardt, was elected assistant treasurer in early November. It was a newly-created post. He formerly was a certified public accountant and had been with Price, Waterhouse and Co. before joining Paramount.

The board yesterday also voted a quarterly dividend of 50 cents per share on the common stock, payable Dec. 26 to stockholders of record on Dec. 18.

5 Unions' Telethon Pact Up to UCP

Officers and directors of United Cerebral Palsy will meet here tomorrow to authorize Leonard Goldenson, UCP president, to effect agreements with the five talent unions covering the conduct of fund raising telethons.

The five unions, AFTRA, AGVA, SAG, AGMA and Actors Equity, acting in unison as the Theatre Authority, have made known their intention

(*Continued on page* 4)

Product Flow

'U' to Produce 34 Features in '54, Muhl Says

Line-up Represents Top Studio Budget for Co.

HOLLYWOOD, Dec. 9.—Thirty-four features will be made by Universal-International during the coming year, representing the highest production budget in the history of the company, Edward Muhl, vice-president in charge of production, disclosed here today in an address before U-I's top executives and sales personnel, gathered here for the company's international sales conference.



Edward Muhl

Not only will U-I maintain a steady flow of pictures to the nation's exhibi-

(*Continued on page* 4)

Iowa Bank Night Ban Affects Film Buys

DES MOINES, Dec. 9.—The outlawing of Bank Night in Iowa is causing some booking delays while circuits and independent exhibitors are seeking to determine new policies. On the nights on which the money game formerly was played, theatres operated on a single feature basis, but indications now are that the theatres will shift to a dual policy.

Meanwhile, film booking and buying are being held up until a definite plan has been adopted. The Bank Night ban became effective on Monday.

A.A. Preparing 13 For 1954 Program

HOLLYWOOD, Dec. 9.—With 12 films in its backlog, Allied Artists has 13 of its pictures for the 1954 lineup in various stages of preparation.

Included in the backlog are "Riot in Cell Block 11," "Arrow in the Dust," filmed in color by Technicolor; "Dragonfly Squadron," "Pride of the Blue Grass," "Loophole," "House in

(*Continued on page* 4)

Personal Mention

HARRY M. KALMINE, vice-president and general manager of Stanley Warner Theatres, and WILLIAM R. LATADY, Cinerama installation engineer, are in New Orleans from New York.

•

SEYMOUR PEYSER, vice-president and general counsel of United Artists, became a father for the third time on Tuesday when MRS. PEYSER gave birth to a son at Doctors Hospital.

•

JAMES E. PERKINS, chairman and managing director of Paramount International in London, and MRS. PERKINS, will arrive in New York from England today on the "Liberte."

•

BERNARD JACON, vice-president of I. F. E. Releasing Corp., will leave here today for Cleveland on the first leg of a trip to the Midwest, South and West Coast.

•

MEADE BRUNET, vice-president of RCA, and managing director of RCA International, accompanied by MRS. BRUNET, will arrive here today from Europe aboard the "Liberte."

•

NAT LEVY, RKO Radio Eastern and Southern division manager, will return to New York tomorrow from Philadelphia.

•

N. PETER RATHVON, president of Rathvon Overseas Corp., will arrive here from Europe today with MRS. RATHVON aboard the "Liberte."

•

TOMMY THOMPSON, president of the Martin & Thompson Theatres of Georgia, has returned to Hawkinsville, Ga., from Jacksonville.

•

JOSEPH GEVAERT, Belgian dealer in photographic products, will arrive here from Brussels today on the "Liberte."

•

WIN BARRON, Canadian Paramount promotion manager, has been elected president of the Toronto Flying Club.

•

WILLIAM F. RODGERS, M-G-M sales consultant, will leave here for his annual Florida vacation on Dec. 20.

•

M. J. E. MCCARTHY, manager of the Allied Artists Los Angeles exchange, is in Phoenix.

•

JOHN HOUSEMAN, M-G-M producer, will leave Hollywood today for New York.

CinemaScope Houses To Get Special Short

A short filmed "progress report" describing the quality and magnitude of CinemaScope will be supplied by 20th Century-Fox to all theatres playing forthcoming CinemaScope productions. The description of the new medium will be followed by the voice of an outstanding stage or screen personality, who will give views regarding CinemaScope. The complete package will be available before the end of December.

Allied's Hendel Hits Pittsburgh Levy

PITTSBURGH, Dec. 9.—Harry Hendel, secretary of Allied of Western Pennsylvania, today accused City Council president Thomas J. Gallagher of "a display of effrontery to a tax-burdened industry" in his comments on the Council's refusal to repeal the 10 per cent city amusement tax.

In an open letter to Gallagher, Hendel said: "Financial and budget problems that confront Mayor Lawrence and the City Council now are tragically familiar problems to local theatre owners. Twenty-two theatres in the city of Pittsburgh have closed their doors in the last few years due to financial difficulties resulting in part from discriminatory Federal and city admission taxes."

Hendel paid tribute to the achievements of the motion picture industry and asked the Council to reconsider its stand on the amusement tax.

22 Invited to Dais At Variety Luncheon

Some 22 industry executives have been invited to the dais at the New York Variety Club installation luncheon at the Piccadilly Hotel tomorrow, including Jack Beresin, Charles Boasberg, Bernard P. Brooks, Harry Brandt, Max A. Cohen, Russell V. Downing, Edward L. Fabian, Simon Fabian, Emanuel Frisch, William J. German, William Heineman, Harry Kalmine, Edward Lachman, Walter Reade, Jr., Samuel Rinzler, Samuel Rosen, Fred J. Schwartz, Spyros Skouras, Jr., Wilbur Snaper, Solomon Strausberg and Max E. Youngstein. Also, Rabbi Bernard Birstein.

Beresin, chief barker of Variety Clubs International, will install Edward Fabian as chief barker of the local tent. Youngstein will be toastmaster. Schwartz and Brooks are luncheon co-chairmen.

William Orr Here For 'Battle' Talent

William Orr, Warner Brothers studio executive, has arrived in New York to interview talent and supervise screen tests for several leading roles of "Battle Cry." The novel by Leon Uris, based upon exploits of the U. S. Marines, will be produced in CinemaScope as one of the top productions of Warner Brothers' 1954 schedule.

Raoul Walsh has been assigned to direct and Henry Blanke will produce, with filming slated to start shortly after Jan. 1.

Hope's 'Girls' Is Next for Mayfair

"Here Come the Girls," Paramount musical with color in Technicolor, and starring Bob Hope, Tony Martin, Arlene Dahl and Rosemary Clooney, will be the next attraction at the Mayfair Theatre here. The Edmund Hartman-Hal Kantor story was produced by Paul Jones and directed by Claude Binyon.

Elect Mayer Head Of IMPDAA Here

Arthur Mayer was elected president of the Independent Motion Picture Distributors Association of America at a meeting of the group here yesterday.

Mayer replaces the late Joseph Burstyn. Other items on the agenda of yesterday's meeting included the French and Italian situations.

Big Radio-TV Drive Under Way for 'Reef'

A television and radio promotion campaign totalling some 350 TV and 580 radio spot announcements for "Beneath the 12-Mile Reef" got under way yesterday in the New York area. The CinemaScope production of 20th Century-Fox will have its world premiere on Wednesday at the Roxy Theatre here.

Announcements, ranging from two-second to full one-minute messages, augment the previously arranged airwaves campaign which called for 150 announcements on television and 230 on radio.

Industry Chairmen to Attend BSA Meeting

Leon J. Bamberger, distributor-producer chairman in the amusements division of the 1954 fund-raising campaign of the Greater New York Councils, Boy Scouts of America, will be joined by his committee in attendance tomorrow at a general meeting to be held at the Hotel Astor.

Also attending, with their committee members, will be Harold Rinzler, exhibitor chairman; Nathan Lapkin, equipment and concessionaire chairman; Richard Walsh, theatre guilds and unions, and John Bergen, trade papers.

The meeting will be addressed by officials of the Boy Scouts.

Pittsburgh Cinerama Debut Aids Hospital

PITTSBURGH, Dec. 9.—"This Is Cinerama" opened at the Warner Theatre here last night to a formal, invitation audience as a benefit for the "Pittsburgh Press" Children's Hospital Fund, and was widely acclaimed by the capacity audience. Pittsburgh is the seventh city in the U. S. to get Cinerama.

Attending last night's premiere were Mayor David L. Lawrence, County Commissioner John J. Kane and Cinerama officials Si Fabian, Hazard Reeves, Samuel H. Rosen and Harry Kalmine.

'Not As A Stranger' Bought by Kramer

HOLLYWOOD, Dec. 9.—"Not As A Stranger," novel by Morton Thompson, has been purchased by Stanley Kramer as his first production under his new independent-producer pact with United Artists.

Seven in Work At Paramount

HOLLYWOOD, Dec. 9. — Seven films now are before the cameras at Paramount's studio, marking capacity operation. All 18 sound stages, a rehearsal stage and two dubbing stages are in use.

Peak production activity was attained with the start of filming during the past few days on Alfred Hitchcock's "Rear Window" and George Pal's "Conquest of Space." At the same time, Perlberg-Seaton's "The Bridges at Toko-Ri" started filming aboard the aircraft carrier "U.S.S. Oriskany" off Japan.

'White Christmas' Included

Others before the cameras are: "White Christmas" (color in Technicolor), starring Bing Crosby, Danny Kaye, Rosemary Clooney and Vera-Ellen, with Robert Emmet Dolan producing and Michael Curtiz directing; "Sabrina Fair," starring Humphrey Bogart, Audrey Hepburn and William Holden, with Billy Wilder producing and directing; "About Mrs. Leslie," Shirley Booth and Robert Ryan, with Hal Wallis producing and Daniel Mann directing; "Living It Up" (Technicolor), Dean Martin, Jerry Lewis and Janet Leigh, with Paul Jones producing and Norman Taurog directing; "Legend of the Inca" (Technicolor), Charlton Heston, Nicole Maurey, Robert Young, Thomas Mitchell and Yma Sumac, with Mel Epstein producing and Jerry Hopper directing.

Hitchcock Producer-Director

Hitchcock is producing as well as directing "Rear Window," which stars James Stewart, Grace Kelly and Wendell Corey. "Conquest of Space" (Technicolor) features a cast of new faces from Broadway and television, including Eric Fleming and William Redfield, and is being directed by Byron Haskin. Fredric March, William Holden, Grace Kelly, Mickey Rooney and Robert Strauss are toplined in "The Bridges at Toko-Ri" (Technicolor), which Mark Robson is directing.

Morgan to Give AMP Showmanship Talk

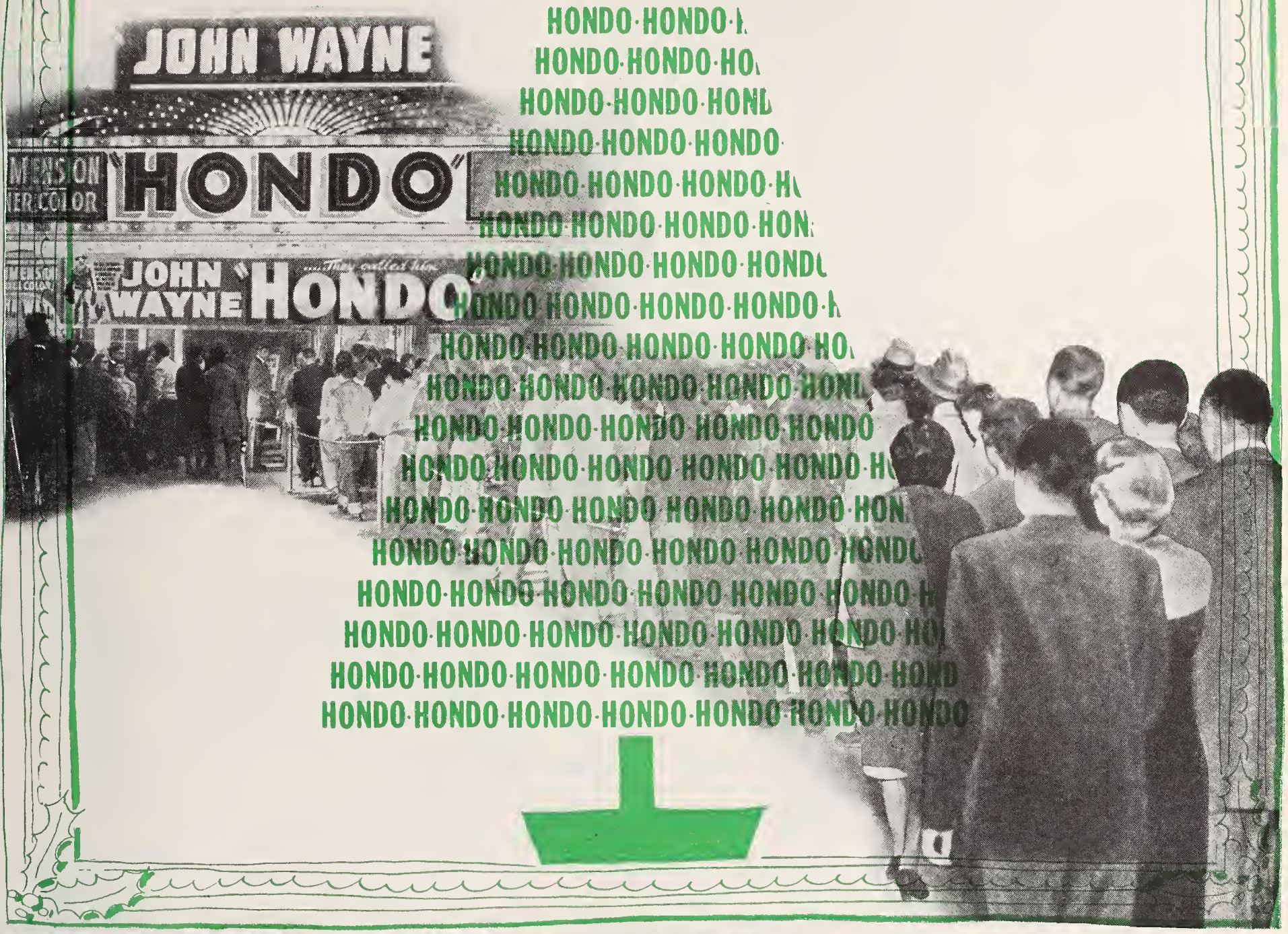
Oscar A. Morgan, Paramount short subject and newsreel sales manager, will deliver the fifth lecture at the Showmanship School conducted by Associated Motion Picture Advertisers, at the Paramount home office prevue theatre here this evening. His subject will be "Production, Program Building and Promotion of Shorts and Newsreels."

Hall Opens Earlier For Holiday Crowds

To accommodate large expected audiences, Radio City Music Hall here has scheduled extra performances of its Christmas show on Saturday, with doors opening at 8:15 A.M.

On the holiday program are "Easy to Love," and a two-part stage spectacle, with the "Nativity" pageant and a new revue, "Christmas, U.S.A."

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3D CROWDS FOR CHRISTMAS!

Just like Warners' tremendous, tremendous advance dates now!!!

HOLDOVERS ALL!

3D WB

JOHN WAYNE AS **"HONDO"** IN 3 DIMENSION AND WARNERCOLOR · AND INTRODUCING **GERALDINE PAGE**

WITH WARD BOND · MICHAEL PATE · JAMES ARNESS · SCREEN PLAY BY JAMES EDWARD GRANT · PRODUCED BY ROBERT FELLOWS · DIRECTED BY **JOHN FARROW** · A WAYNE-FELLOWS PRODUCTION · DISTRIBUTED BY WARNER BROS.

CAN BE EXHIBITED ON WIDE SCREENS

Yates and Newbery Cite H. J. Schaefer

Herbert J. Schaefer, Republic's Boston branch manager, has won the company's first citation as "Man of the Month," an award which will be made monthly to a branch manager for accomplishments in branch operation, showmanship and community support.

C. Bruce Newbery, director of sales, presented Schaefer with an elaborate portfolio, which includes a letter of commendation and a citation signed by Herbert J. Yates, company president, and Newbery.

'Best Years' Still Timely

(*Continued from page* 1)

of the returnees from World War II, as depicted in "Best Years."

Unlike most other top re-releases, "The Best Years" will be handled in the same manner as a new production is merchandised and promoted, with complete campaigns and showmanship treatment. Justifiably, much will be made of the fact in the contemplated $250,000 promotional campaign that this Samuel Goldwyn-produced and William Wyler-directed production is the "most honored picture of all time," with nine Academy awards and "virtually every other prize available to a motion picture."

A new approach will be made to all advertising, accessories and trailers. Co-operative advertising will give the production strong support and field men will operate much in the same manner as they do country-wide in behalf of a brand new top production.

We left the theatre particularly impressed with the picture's timeliness and significance, made so by the long-drawn-out participation of the armistice negotiators in Korea while our G.I.'s stood by tediously awaiting the start of their trip home. They have been trekking back to these shores for months; home, too, are the paraplegics, like Harold Russell in "Best Years"—all needing the sympathetic understanding that the sterling performances of GI's Russell, Fredric March and Dana Andrews inspire in "The Best Years."

We are told that a mounting succession of demands for the re-release have been voiced by spokesmen from organizations like the General Federation of Women's Clubs, from veterans' organizations and from newspapers and writers, especially those speaking for the generation that has grown up since the production was withdrawn from circulation some five years ago.

'Familiar Goldwyn Manner'

On Nov. 22, 1946, MOTION PICTURE DAILY's review of "The Best Years" said: "The modern motion picture audience . . . will like its humor, its love-making, its glimpses of family life, its small-city scenes and social life. It is quite likely they will swarm to it for many months. . . . The entire production is in the familiar Goldwyn manner of excellence and completeness. . . . The acting is excellent throughout." Not a word need be changed for any review of "The Best Years" today.

Many names of the cast are highly saleable—besides March, Andrews and Russell, there are Myrna Loy, Teresa Wright, Virginia Mayo, Cathy O'Donnell, Hoagy Carmichael, Gladys George, Steve Cochran, Ray Collins and Victor Cutler, to mention some.

The production runs two hours and 50 minutes; we enjoyed every one of them, on this, our third time around. This time, RKO projected it on wide-screen; it enhances some, but it does not need it. Robert Sherwood wrote the screenplay.

'U's' 'Scope Films Set for All Forms

HOLLYWOOD, Dec. 9.—All Universal-International pictures, including those filmed in CinemaScope, will have versions "suitable for projection in all aspect ratios up to 2 to 1," it was announced here today by the company.

The announcement, made in conjunction with the company's sales meeting, answers, in part, exhibitors' recommendations that CinemaScope productions be made available in conventional form for smaller situations and drive-ins.

Expects Tax Cut

(*Continued from page* 1)

Ga., former vice-president of the Theatre Owners of America, delivered a humorous talk. New officers were introduced.

Cole said he thought the tax relief would come for theatres charging less than 75 cents. He urged a reduction in price, where possible, in order to gain the tax reduction. He definitely indicated there will be some relief.

Walter Reade, Jr., national Theatre Owners of America president, said the tax fight will be left up to the individual theatre owners. He called for a stronger national organization.

No Shortage, Says Reade

Reade said he could see no picture shortage, with plenty of good pictures being made for everybody. As for CinemaScope, he said he doesn't understand why small theatres have to have stereophonic sound, that it is of no value in a small theatre. He said he believed 20th-Fox and others producing CinemaScope will let it be shown without stereo sound, and if this is done then drive-ins can also use it. Reade said he doesn't think 20th-Fox will continue its present policy, as 20 per cent of the present gross comes from drive-in theatres, yet they now can't use CinemaScope.

Reade said the slump in theatre revenue for the past three years on a national average is 4 per cent, yet in his area of New Jersey the gross is up 8 per cent this year over the national average for 1946, the peak year. Despite five TV channels, he said the customers are "gradually coming back to the theatres."

Interest in New Media

Throughout the course of the convention there was evidence of the strong interest of exhibitors in new projection media. Alex Harrison and Edward Aaron, of 20th Century-Fox, were questioned at length regarding CinemaScope, as was Edward Lachman, representing the Nord 3-D system.

Aaron maintained that the industry "ruined 3-D by trying to make a fast buck and turning out poor pictures." "Let's not kid ourselves," he said, "we've got something in CinemaScope. The public wants it. We're not going to ruin it by trying to make a fast buck."

The principal problem of small town operators, as expressed by delegates to the convention, is the cost of wide-screen and of stereophonic sound, and whether or not producers, who have scheduled 53 wide-screen films next year, will make this product available to some 15,000 theatres which do not have wide-screen equipment.

Republic Assistants

(*Continued from page* 1)

Alexander, in charge of contracts; Albert E. Schiller, in charge of branch operations, and Frank A. Soule, in charge of general administration.

First with Company in 1935

Soule, who recently returned to the Republic organization, had been with the company from its inception in 1935 until 1942, and was subsequently associated with Eagle Lion and Pictorial Films.

Alexander and Schiller have been with the company for some time.

Okla. T.O.

(*Continued from page* 1)

and Vance Terry, District 1; Ralph Drewry, Alex Blue, Paul Shipley and Glenn Gilmore, Jr., District 2; Phil Hayes, Charles M. Proctor and C. D. Hix, District 3; Ray Hughes, John M. Buffo and O. K. Kemp, District 4; Elizabeth Tucker, William Slepka and Lester Nordeen, District 5; E. R. Solsum, Loewenstein, Ed Thorne and Harold Combs, District 6; Avis Waldron, Paul Stoneman, Mrs. L. H. Goerke and H. D. Cox, Texas District, and H. S. McMurry and Claude Thorpe, Panhandle District.

UCP-5 Unions

(*Continued from page* 1)

of banning all UCP telethons unless given regulatory control of the programs and 10 per cent of all collections for their actors' charity fund.

UCP offered to sign agreements covering New York, Baltimore and Harrisburg but the unions demand a national contract binding all local and state UCP affiliates. UCP reportedly has concluded it has no alternative but to sign the national agreement demanded.

Bank Gets 10 Films

(*Continued from page* 1)

stances, by Federal Judge William C. Mathes in an action against nine independent producers. The pictures were released by Universal-International but this company had been relieved of all liability prior to today's action.

The judgments were: $88,355 plus $45,815 interest against Hallmark Productions, Inc., for "Magnificent Doll"; $500,152 plus $65,106 interest against Diana Productions, Inc., for "Secret Beyond the Door"; $370,874 plus $52,915 from Walter Wanger Productions, for "Lost Moment"; $108,044 plus $21,498 against Rampart Productions for "Letter from an Unknown Woman"; $45,157 plus $16,227 interest against Kanin Productions, Inc., for "Double Life"; $234,057 plus $35,811 against Artists Alliance, Inc., for "One Touch of Venus."

Possession of "The Senator Was Indiscreet" and "Mr. Peabody and the Mermaid," produced by Inter-John, Inc.; "The Countess of Monte Cristo," of the Westwood Corp., and "Casbah" of Marston Pictures, Inc., was awarded to the banking association.

Eves Is Division Head

TORONTO, Dec. 7.—Robert Eves, who started with Famous Players Canadian as an usher in 1927, has been named by J. J. Fitzgibbons, FPC president, to the post of Western division manager, with headquarters here.

'U' to Produce

(*Continued from page* 1)

tors, but it will turn out more top budget films than ever before, Muhl stated. In order to assure top box-office names to head the casts of the more important pictures, the studio will continue its policy of making percentage deals with stars, it was said.

These outside stars, he added, will augment U-I's list of contract stars who have graduated from the studio's talent building program. Such personalities, he continued, as Jeff Chandler, Tony Curtis, Rock Hudson, Julia Adams, Piper Laurie and Shelley Winters already have established themselves as top box-office stars, Muhl continued.

In commenting on the big pictures to come from U-I during 1954, Muhl stated that while no decision has yet been reached as to which may be filmed in CinemaScope to follow the studio's first two pictures in this medium, "The Black Shield of Falworth" and "The Sign of the Pagan," consideration will be given to the suitability of the content of each picture for CinemaScope filming.

"U-I's main objective during the coming year will be to keep a steady flow of high quality product going to exhibitors," Muhl said.

A.A. Preparing 13

(*Continued from page* 1)

the Sea" and "World For Ransom," and five others.

Films currently in preparation include four to be made in Technicolor. They are "The Annapolis Story," "The Black Prince" (to be done in CinemaScope) and "Wichita," all to be produced by executive producer Walter Mirisch, and "Eagles of the Fleet," which Hayes Goetz will produce.

The others are "Ketchikan," "Massacre at Dragon Wells" and "Crashing Timber," which Lindsley Parsons will produce; "Wanted by the F.B.I.," to be produced by William F. Broidy; "Meet the Monsters" and "Jungle Gents," Bowery Boys' comedies starring Leo Gorcey and Huntz Hall, to be produced by Ben Schwalb, and three Vincent M. Fennelly films, "Quantrill's Raiders" and "Tonopah," to star Wild Bill Elliott, and "Cheyenne Crossing," to star Wayne Morris.

Travis Funeral Friday

HOLLYWOOD, Dec. 9.—Funeral services will be held Friday for C. Merwin Travis, 59, public relations counselor, who died Tuesday, following a heart attack a month ago.

ONLY HER KIND OF WOMAN COULD GIVE HIM HIS KIND OF LOVE!



The story of Eddie Darrow, the forbidden woman he wanted, the Vengeance he trailed and the dangerous bargain he dared to make!

Forbidden

Starring

TONY CURTIS · JOANNE DRU

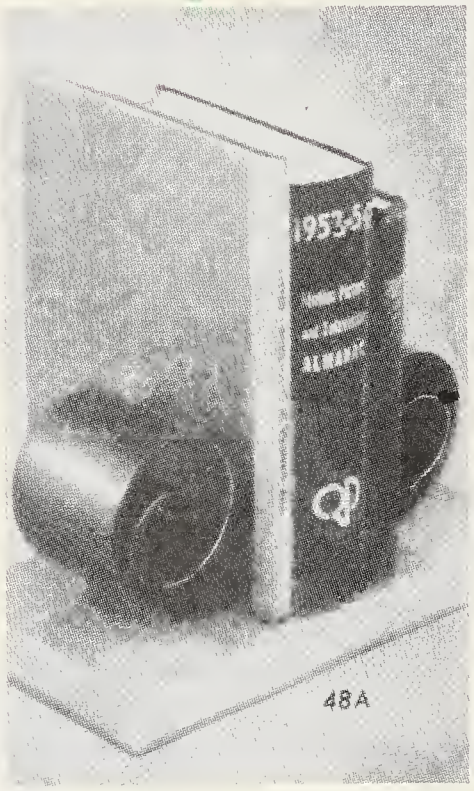
LYLE BETTGER with MARVIN MILLER · DIRECTED BY RUDOLPH MATÉ

SCREENPLAY BY WILLIAM SACKHEIM AND GIL DOUD · PRODUCED BY TED RICHMOND · A UNIVERSAL-INTERNATIONAL PICTURE

Universal International

"...Pictures with that Universal appeal"

with a bow to Gimbels . . .



As shown in Gimbel's catalog

WE happened to notice, when glancing through Gimbel's illustrated Christmas catalog, that Motion Picture and Television ALMANAC is shown in a pair of handsome book-ends — apparently intended to suggest those book-ends as a gift to owners of the ALMANAC.

Conversely, this suggests that to owners of handsome book-ends (or to accompany a gift of book-ends) sending the ALMANAC would be a most appropriate idea—one which most certainly would be highly appreciated by anybody in or connected with the motion picture or television industries.

But (we can almost hear you thinking) he may already be an ALMANAC subscriber! And that is indeed not unlikely, which may also be the case with anything else especially appropriate that you might select. So here's a simple way to solve the problem:

Authorize us to send him Motion Picture and Television ALMANAC in your name; we'll gift-wrap it and enclose a greeting card from you; we will also enclose a notice advising him that if he already has the ALMANAC he can simply re-mail the gift, in its shipping carton, ***to us***—and we will automatically enter his name for a subscription to the 1954-55 Edition.

You can't go wrong: If he does not have the ALMANAC, he will be delighted with that handsome and uniquely useful gift; or, if he already has the current edition, he will assuredly want the 1954-55 edition (and will appreciate your thoughtfulness all over again when it comes to him during next year with another reminder card that it was a gift from you). Nothing else he can receive is like the ALMANAC. He will find *this* gift to be worth many times what it cost you—in continuous practical usefulness.

Price $5 per copy, including postage and gift-packing.

Quigley Publications
1270 Sixth Avenue
New York 20, N. Y.

On the understanding set forth in the advertisement from which this coupon is clipped, please send gift/gifts of Motion Picture and Television ALMANAC in my/our name TO:

Name.....

Address.....

.....

(For more than one gift, please attach list of names and addresses)

Check herewith ☐ Bill me/us ☐

Name of PURCHASER.....

Address .....

.....

Minneapolis May Try Single-Track 'Robe' In Berger House

MINNEAPOLIS, Dec. 9. — The CinemaScope production, "The Robe," may undergo a test run here without stereophonic sound. Negotiations now under way between M. A. Levy, Midwest district manager of 20th Century-Fox, and Benjamin Berger, president of North Central Allied, provide that the test could be made either at Berger's Gopher Theatre here or at his Fergus Falls house, both of which are equipped with wide-screens.

It was agreed at a recent board meeting of NCA that members should stand aloof from the new medium until the single-track sound tests promised by 20th Century-Fox have been completed.

Many Accept Bid to 'Miller' Preview

Industry leaders, civic officials, entertainment industry personalities and representatives of the press, radio, television, the stage and the music world have accepted invitations to attend the invitational preview of Universal-International's "The Glenn Miller Story," the color in Technicolor musical starring James Stewart and June Allyson, to be held at the RKO 86th Street in New York on Monday evening. A similar invitational preview will be held at the RKO Pantages Theatre in Hollywood this evening for Hollywood executives and stars, and press, radio, music and television representatives. Sales executives attending U-I's sales conference at the U-I studios will also attend.

"The Glenn Miller Story" is to have its world premiere at the Miami, Carib and Miracle theatres in Miami on Tuesday, Jan. 19.

Panoramic Sets 4; 6 Others Shooting

HOLLYWOOD, Dec. 9.—Formed last August, Leonard Goldstein's Panoramic Productions has completed four features and has six more before the cameras, for release by 20th Century-Fox.

"Man in the Attic," with Jack Palance, Constance Smith and Byron Palmer, will be released late this month; "Three Young Texans," with Mitzi Gaynor, Jeffrey Hunter and Keefe Brasselle, in color by Technicolor, is set for January; "The Siege of Red River," with Van Johnson and Joanne Dru, in Technicolor, for February, and "Gorilla at Large," with Cameron Mitchell, Anne Bancroft, Lee J. Cobb and Raymond Burr, in Technicolor, is scheduled for March.

Parsons to Film 'Timber'

HOLLYWOOD, Dec. 9.—"Crashing Timber," an original story written against the background of a lumber camp, has been chosen by Lindsley Parsons, producer, as the next starring vehicle for Barry Sullivan.

Entirely re-styled... a newer
Lord Tarleton
MIAMI BEACH
OCEAN FRONT • 40th to 41st Sts.
COMPLETELY AIR-CONDITIONED
N. Y. OFFICE: TR 4-3193
YOUR HOSTS, The Family Jacobs

World Role of Films Praised by Diplomat

HOLLYWOOD, Dec. 9. — Mahmud Shafqat, Secretary of the Pakistan Embassy, Washington, today told the international committee of the Association of Motion Picture Producers at a luncheon in his honor: "When the situation developed in which international leadership was thrust on the United States, other nations were prepared for it because, through your motion pictures, the rest of the world knew the United States. It is little appreciated to how great an extent impressions created by films lessened stress of international realignment."

Heavy RKO Air Time At Christmas in UK

LONDON, Dec. 9.—RKO Radio, for several years a heavy user of radio and television publicity here during the Christmas season, this year has contracted for what is possibly its most comprehensive program to date on the stations of the government-controlled British Broadcasting Corp.

'Snow White' Scheduled

A 45-minute program of excerpts from Walt Disney's "Snow White and the Seven Dwarfs," which opens here on Dec. 18, will be heard on Christmas Eve. On Christmas Day a Disney show is to be screened on TV. The one-hour program is a replica of the recent Johnson and Johnson show in the United States. The day following, Boxing Day, there will be an hour-long broadcast of Disney's Royal Performance film, "Rob Roy, the Highland Rogue."

Warner Release Set For 'San Quentin'

HOLLYWOOD, Dec. 9.—Warner Brothers will release "Duffy of San Quentin," independently produced by Berman Swarttz and Walter Doniger. The film is based on the autobiography of Clinton Duffy, former warden of the California island prison. Louis Hayward, Paul Kelly, Joanne Dru and Maureen O'Sullivan are featured.

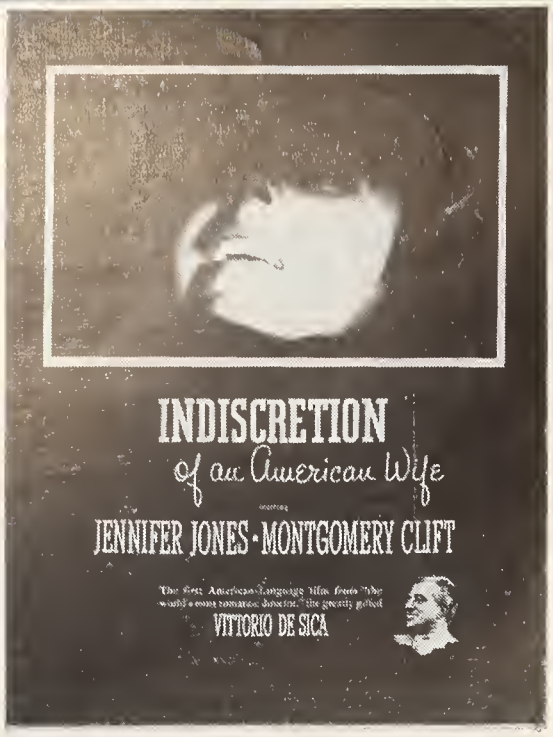
W. B. Signs Harvey, British Star, for 6

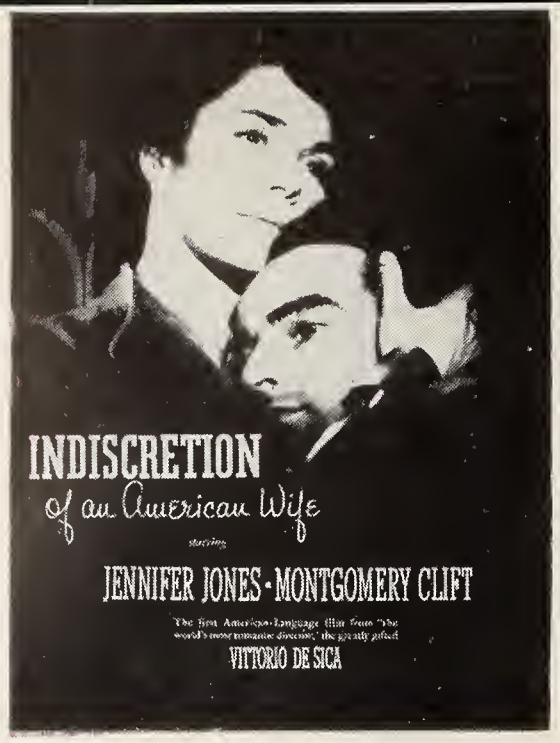
HOLLYWOOD, Dec. 9.—Laurence Harvey, star of England's Stratford-on-Avon Players, has been signed by Jack L. Warner for a minimum of six Warner Brothers pictures during the next five years. The first will be "The Talisman," CinemaScope and WarnerColor production, in which Harvey will star opposite Virginia Mayo.

43 Entertainers on Overseas Mission

HOLLYWOOD, Dec. 9.—Forty-three volunteer entertainers, comprising six units, will leave here on Dec 18 for Armed Forces stations in Korea, Europe and Alaska, returning on Jan. 5, the Hollywood Coordinating Committee announced.

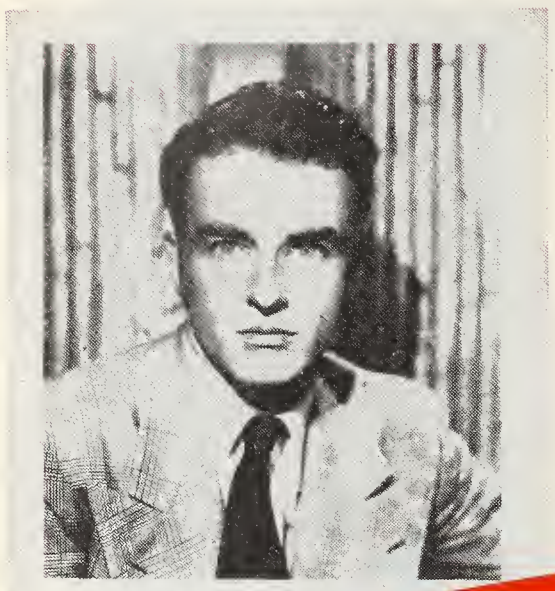






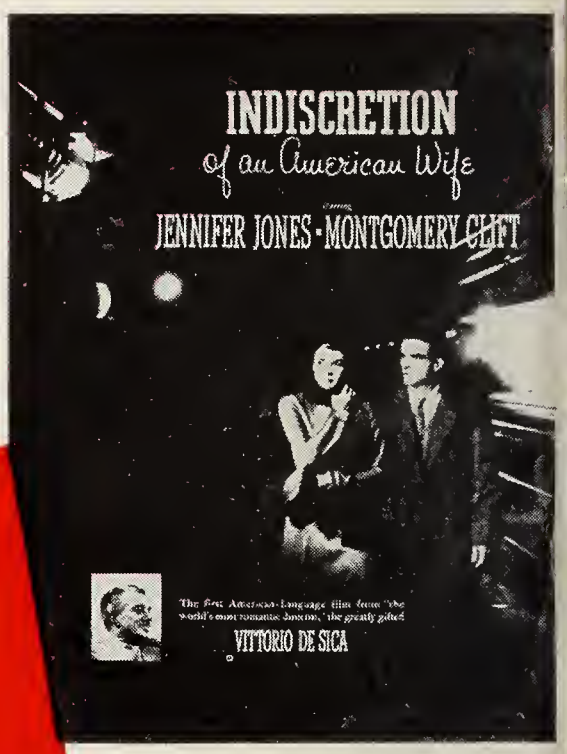


Jennifer Jones as Mrs. Howard Forbes of Philadelphia, co-starring with Montgomery Clift in Vittorio De Sica's first American-language production, "Indiscretion of an American Wife," a property of The Selznick Company.

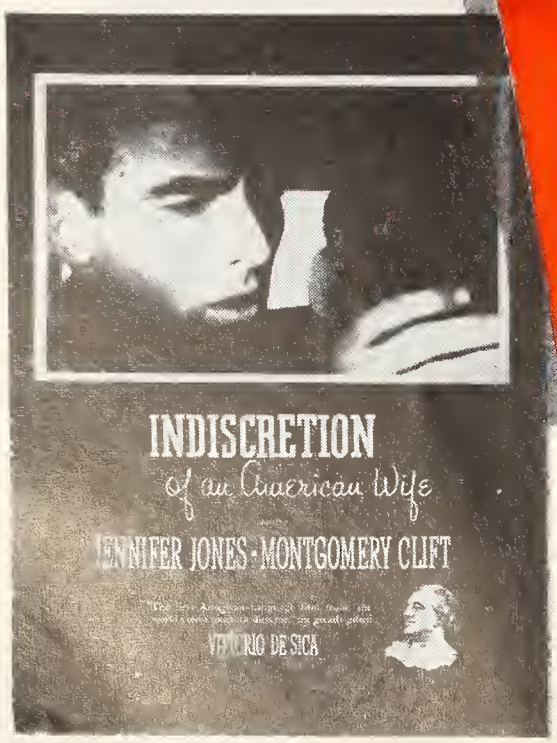


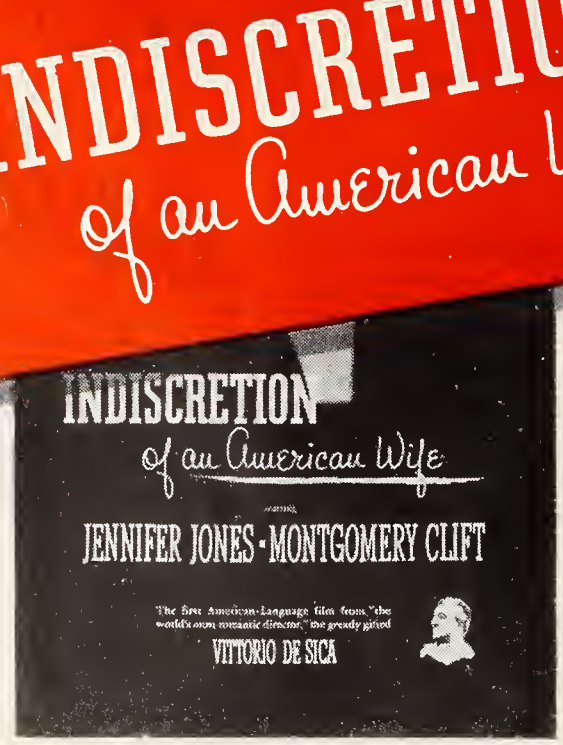
Montgomery Clift as Giovanni Doria, the Italo-American jo
co-starring with Jennifer Jones in Vittorio De Sica's "Indiscre
of an American Wife," a property of The Selznick Co

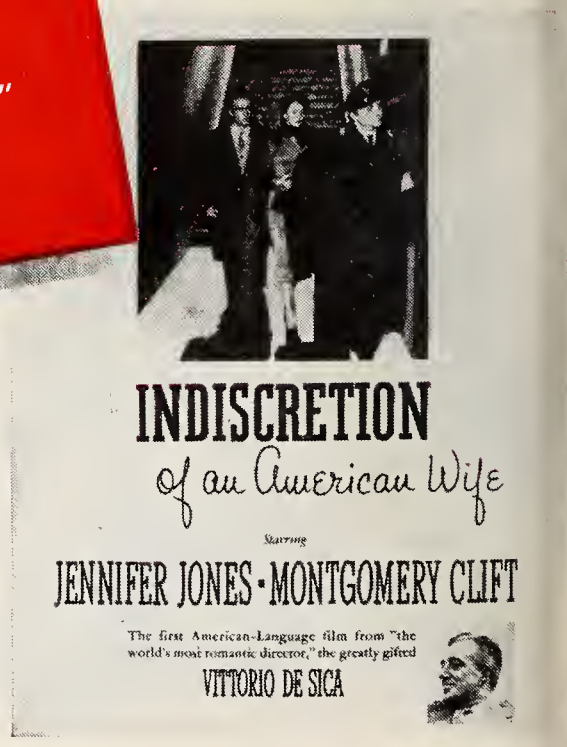




COLUMBIA PICTURES
IS PROUD TO ANNOUNCE THE
COMPLETION OF ARRANGEMENTS WITH
THE SELZNICK COMPANY
FOR THE RELEASE OF
"INDISCRETION of an American Wife"







FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 74. NO. 112 NEW YORK, U.S.A., FRIDAY, DECEMBER 11, 1953 TEN CENTS

Sturdy Mites

Short Subjects A $30,000,000 Item: Morgan

Says Theatre Owners Are Passing Up 'Gold Mine'

In asserting that too many exhibitors in their preoccupation with feature product have completely ignored "the big money-making potentials in the promotion of one-and-two-reelers," Oscar Morgan, Paramount's short subject and newsreel sales manager, said here last night that shorts and newsreels were a $30,000,000-a-year box-office adjunct to the industry in the United States alone. Morgan was guest lecturer at the Showmanship School of the Associated Motion Picture Advertisers and



Oscar Morgan

(*Continued on page 6*)

Argentina Agrees To Pay $500,000, Implementing Pact

The Argentine government has agreed to an initial payment of $500,000 to American film distributors, representing the first payment by Argentina in over four years.

The agreement was said to have been worked out by Robert J. Corkery, assistant vice-president of the Motion Picture Export Association, now in Buenos Aires. Details on the remaining moneys owed to American film companies, estimated to be be-

(*Continued on page 3*)

Tushinsky Clarifies Details of New Lens

HOLLYWOOD, Dec. 10.—Circulated reports attributing virtually unlimited achievements to a lens still in development at the RKO Radio studio by Joseph and Irving Tushinsky are inaccurate in most details, although close to factuality so far as screen re-

(*Continued on page 3*)

Arbitration To Be Discussed by Sales Heads on Monday

General sales managers who comprise the sales managers committee of the Motion Picture Association of America will meet here Monday for the primary purpose of discussing the reopening of discussions for the establishment of an industry arbitration system. While other subjects are reported to be on the agenda, it is understood that the spotlight will be on arbitration.

It is believed that some sales managers are reluctant to enter into any arbitration conferences with exhibitor association leaders without the participation of those from Allied States. The Theatre Owners of America, at its convention in Chicago last month, voted to initiate steps for a plan, with an open invitation to all exhibitor groups to participate but, lacking them, to go ahead on its own. The possibilities are that Monday's session will explore the advisability of dis-

(*Continued on page 3*)

Allied May Attend 'Holders' Meetings

Allied States representatives "may very well" attend stockholders' meetings of major film companies, Wilbur Snaper, Allied president, declared here yesterday.

Snaper made this comment in response to a query regarding action on Allied's 1953 convention plan to gain

(*Continued on page 3*)

Fox Says Small Houses

MAY CHOOSE ANY C'SCOPE SCREEN

Those Satisfied with Less Than Top Quality May Have It: Skouras

Spyros P. Skouras, 20th Century-Fox president, announced from Paris, France, yesterday that the company henceforth will leave to the operators of "narrow and small" theatres the choice of screen they wish to use for presentations of 20th-Fox CinemaScope productions.

The requirement that either the Miracle Mirror or Astrolite screen, or some screen adjudged by the company to give the same standard of quality, be used in the larger or first run houses of the country will be continued by the company, Skouras said.

Skouras emphasized that in the experience and judgment of the company the Miracle Mirror and Astrolite screens provide the best quality for CinemaScope presentations. He said to the operators of the smaller theatres, in effect: If you are satisfied with less than the best, you are free to choose it.

(The complete text of Skouras's statement is published as an advertisement on the back page of this issue of MOTION PICTURE DAILY.)

Skouras said: "The exhibitors in the case of the larger theatres of the country have appreciated the importance of a proper screen and there have been installed in the larger

(*Continued on page 3*)

M-G-M Completes Promotion Plans For New Product

With 10 pictures set for release during the first four months of 1954, plus a special handling of "Julius Caesar" and the wide-screen version of "Quo Vadis," M-G-M's promotion agencies yesterday mapped campaigns for the pictures. Howard Dietz, vice-president of advertising-publicity, met for the third and final day with department heads of promotion branches of the company, as well as those of Loew's Theatres and Donahue & Coe, News of the Day, W-M-G-M and M-G-M

(*Continued on page 3*)

Dividends Set by Technicolor Board

Dividends were declared by Technicolor, Inc., yesterday following a meeting of the board of directors: a dividend of 25 cents a share on the new $1 par common stock and 50 cents a share on the old no-par common stock not exchanged; also, a special year-end dividend of 10 cents

(*Continued on page 7*)

$1,500,000 Top Budget For U-I Ads in 4 Months

HOLLYWOOD, Dec. 10.—A record $1,500,000 budget for advertising has been allocated by Universal-International to back up the company's major releases during the first four months of 1954, it was disclosed here today by David A. Lipton, vice-president.



David Lipton

The announcement came as the highlight of today's session of the national U-I sales executives conference in progress at the studio, with more than 70 of the company's top executives and sales personnel from all sections of the country in attendance.

The decision to set aside this sum for advertising during the early period next year, Lipton said, attests to the company's confidence in the box-office quality of its forthcoming pictures as well as its optimistic outlook for the future as a whole.

As outlined by Lipton, the company will continue its policy of substantially selling its pictures to the public through national magazines and of pre-selling its product to exhibitors through the trade press.

Emphasis, however, in accordance with the company's past policy, will be on substantial spending in daily newspapers for point-of-sale purposes. Increasingly large expeditures for radio and television advertising will

(*Continued on page 3*)

Hall to Use Stereo Sound with 'Knight'

Stereophonic sound equipment, already installed at Radio City Music Hall, will be utilized in conjunction with its initial CinemaScope presentation, M-G-M's "Knights of the Round Table," it was disclosed here yesterday by a Hall spokesman.

The Hall, it is understood, will make alterations on its sound equipment to accommodate the four-track process employed by M-G-M. The picture will follow the Hall's current Christmas show, "Easy to Love" and its traditional holiday stage presentation, opening some time in January. Meanwhile, tests of the Hall's huge Astrolite screen, measuring 70 feet wide and 28 feet high, are expected to get under way today.

Personal Mention

E. J. MANNIX, M-G-M studio executive, who arrived here yesterday by plane from London, will leave today by plane for the Coast.

•

SOL A. SCHWARTZ, president of RKO Theatres, will leave here by plane tomorrow with MRS. SCHWARTZ for a combined business and vacation trip to South America.

•

MIKE SIMONS, M-G-M exhibitor relations head, returned here yesterday from Oklahoma City. He will leave Sunday by plane for St. Louis.

•

EMILY TORCHIA, of the M-G-M studio publicity department, arrived in New York yesterday from London and Paris.

•

SAM ZIPKIN, head shipper at the Universal exchange in Hartford, is on a three-month leave of absence.

•

HAROLD WIRTHWEIN, Allied Artists Western division sales manager, is in St. Louis from Milwaukee.

•

MICHAEL CURTIZ, Paramount director, arrived in New York by plane yesterday from the Coast.

•

HOWARD STRICKLAND, M-G-M studio publicity head, will leave here tomorrow for Hollywood.

•

RICHARD KENNEDY, owner of theatres in Alabama and Tennessee, visited in Atlanta this week.

•

SIDNEY SKOLSKY, Warner Brothers producer, arrived here yesterday from Hollywood.

•

CHARLES ADAMS, owner of the Memorial Theatre in Atlanta, is the father of a boy, born to MRS. ADAMS this week.

•

PAT SILVERIO and LOREN LANKAMMER, both managers in district headquarters of Tri-States Theatre Corp. in Omaha, became fathers within a week when MRS. SILVERIO and MRS. LANKAMMER each gave birth to a girl.

Tiomkin and Staub to Produce A Series

HOLLYWOOD, Dec. 10.—Composer-conductor Dimitri Tiomkin and Ralph Staub have closed a deal under the terms of which they will make a series of six 45-minute short-features, each devoted to a famous composer and the circumstances under which he wrote his greatest work. Biographical subjects for these films will be Mozart, Mendelssohn, Liszt, Wagner, Beethoven and Chopin. Tiomkin will write the scripts and, of course, do the composing, arranging and conducting of the music, and Staub will produce and direct the series to be filmed next year at General Service. Staub is the producer of Columbia's "Screen Snapshots."

U. S. Film Firms Aid A 'Voice' Project

Film companies are cooperating with the Voice of America in a program aimed at the Middle and Near East, it is understood.

The project, designed to win a wider audience in those areas, features a series of weekly radio shows on American films which will be made available for those sections of the world. The program highlights a recapitulation of the plots, tells of screen personalities, and features a contest with prizes taking the form of signed autographed pictures of stars. The Motion Picture Association of America acted as liaison between "the Voice" and foreign publicity managers of the film companies.

New Year's V.C. Ball Draws Big Gift List

An impressive list of prizes, ranging from clothing and home appliances to a week's vacation for two at the Virgin Isle Hotel on St. Thomas in the West Indies, the latter donated by Sidney Kessler, will be presented to guests at the New Year's Eve party sponsored by the women's committee of the New York Variety Club Foundation to Combat Epilepsy.

Mrs. Howard Kolbert and Mrs. Edward Rubin, co-chairladies of the prize committee, have stated that they expect to double the list of gifts before the night of the affair, which will be held in the Waldorf Astoria.

'Moon' Finally Gets Maryland License

BALTIMORE, Dec. 10. — The Maryland board of censors has licensed "The Moon Is Blue" for public exhibition in Maryland, formally bringing to an end the controversial ban which the censor board imposed June 29 on the film.

Maryland's Attorney General, Edward Rawlins, said this week's ruling by Judge Herman Moser in Baltimore City Court that the film is not "indecent or immoral," as the censors alleged, is the final decision and could not be appealed. Board Chairman Sydney R. Traub then conceded.

To Induct Fabian at N.Y. Variety Today

More than 200 barkers are expected to attend today the induction luncheon of New York Variety Tent No. 35 in the Hotel Piccadilly. Edward Fabian, executive of Fabian Theatres, will be installed as chief barker by Jack Beresin, chief barker of Variety International. Fabian will outline plans for the organization in the coming year. Max Youngstein, United Artists' vice-president, will be master-of-ceremonies. Fred J. Schwartz and Bernard Goodman are co-chairmen of the affair. Edward Lachman, retiring barker, will be a speaker.

Green Says Stereo Sound Here to Stay

Stereophonic sound has proved itself and is here to stay, according to Walter E. Green, president of National Theatre Supply, who urges exhibitors to "take stock of their own situations, to keep up with progress and to look upon their admitted substantial investment in new equipment —not as an expense—but as an investment in their future."

In disclosing that his company had booked orders for more than 600 installations of Simplex stereophonic sound equipment in the last four months, Green declared that it was significant that during recent weeks an increasing proportion of sales were being made to theatres in the 500 to 1,000-seat bracket.

Initial sales, he said, were made almost wholly to large first-run houses, adding that the grosses achieved on major productions available only with four-track magnetic recording had convinced the smaller exhibitors of the added entertainment and box-office value of stereophonic sound.

Burstyn Award to Best Foreign Film

A plaque, to be known as the "Joseph Burstyn Award," will be presented annually for the foreign language picture selected by New York film critics as the best of the year, it was disclosed here yesterday by the Independent Motion Picture Distributors Association of America, which will underwrite the award in honor of Burstyn, former IMPDAA president.

IMPDAA, at its meeting, also pledged to oppose any subsidized film distribution which might encroach upon private enterprise. In addition to Arthur L. Mayer, the new president, the meeting elected the following officers: Max A. Goldberg, first vice-president; Martin Lewis, second vice-president; Walter Bibo, secretary, and George Margolin, treasurer.

'Enemy' and 'Caesar' Strong Reissue Dual

A strong $3,500 gross is reported by the management of the Holiday Theatre here for the opening day of Warner Brothers' reissue combination of "Public Enemy," starring James Cagney, and "Little Caesar," featuring Edward G. Robinson. The dual opened Tuesday during the journalistic "blackout" caused by the newspaper strike.

RKO Will Distribute Bogeaus Production

John Payne will star in "Desperate Men," which Benedict Bogeaus will produce for distribution by RKO Radio. Alan Dwan will direct the picture which will be filmed in color by Technicolor and the anamorphic lens. Shooting will start next week. "Desperate Men" is an original story by Karen De Wolf and is a Western drama.

Letter

December 10, 1953

TO THE EDITOR,
MOTION PICTURE DAILY

After reading the news story published in connection with the current Shea Company litigation with E. C. Grainger, et al., in the December 9th issue of MOTION PICTURE DAILY, I feel that in the interest of clarity reference should be made directly to the decision of the Appellate Division of the Supreme Court.

Paragraph one of the decision states: "We do not have to agree with all the fiindings in the Referee's report to agree with the conclusions that appellants have not made a showing which would warrant vacating the decree settling the intermediate account." Paragraph two: "There may be some transactions in the dealings between respondent Grainger and the estate corporations which appellants may question, e.g., the bonus payments." The opinion further states that the court opens avenues for relief "independently of estate accounting."

In our opinion, these rulings of the Court do not conclusively and finally substantiate the statements advanced in your news article of the ninth instant.

Gerald Shea,
M. A. Shea Theatrical Enterprises,
New York City.

Simon Markell Dead

CAMBRIDGE, Mass., Dec. 10.—Simon Markell, owner of the Eliot Theatre here, and father of Harold Markell, who operates the house, died here Tuesday.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"EASY TO LOVE"
starring ESTHER WILLIAMS
VAN JOHNSON • TONY MARTIN
color by TECHNICOLOR • An M-G-M Picture
and The Music Hall's Great Christmas Stage Show
and SPECTACULAR STAGE PRESENTATION

JOHN WAYNE
... They called him Hondo
FROM WARNER BROS.
IN 3 DIMENSION AND WARNERCOLOR
PARAMOUNT
TIMES SQUARE

FOR FAST SERVICE PLUS QUALITY
Get Your SPECIAL TRAILERS from
FILMACK
Try Us On Your Next Order!
1327 S. Wabash Ave., CHICAGO
630 Ninth Ave., NEW YORK

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M-G-M Plans

(*Continued from page* 1)

Records. No definite release dates are scheduled on "Invitation to the Dance," "Executive Suite," "Betrayed," "A Bride for Seven Brothers," "Beau Brummell," "Valley of the Kings," "Brigadoon" and "The Student Prince," but the various members assembled discussed long range activities in connection with these pictures, all of which are expected to be released by the end of next year.

There are five in CinemaScope scheduled for release or to be released during 1954. The company's first, "Knights of the Round Table," has already been scheduled in at least 12 cities starting Dec. 23. This does not include Radio City Music Hall here which has the picture scheduled to follow "Easy to Love," now in its second week. Also, definitely set for release is "Rose Marie," M-G-M's second CinemaScope production, now slated for mid-March. Others unscheduled on the release chart in the CinemaScope class are "A Bride for Seven Brothers," "Brigadoon" and "The Student Prince."

Nine in Color

Of the 10 releases scheduled between January and April, only one is not in color. That is "The Great Diamond Robbery," down for January release, along with "Give A Girl A Break" and "Knights of the Round Table." For February there will be "Saadia," produced by Albert Lewin in French Morocco, and "The Long, Long Trailer," the Lucille Ball-Desi Arnaz starrer. For March there will be "Tennessee Champ" and "Rose Marie" and in April, "Gypsy Colt," "Rhapsody" and "The Flame and the Flesh."

United Artists Gets 2 More Productions

United Artists' production roster has been increased by the acquisition of two additional productions.

"Go, Man, Go!" starring the Harlem Globetrotters basketball team and Dane Clark, has been acquired for release, it was announced by William J. Heineman, vice-president in charge of distribution. Produced by Anton M. Leader and directed by James Wong Howe from a screenplay by Arnold Becker, "Go, Man, Go!" presents the life of Abe Saperstein, the man who built the Globetrotters into a sports attraction.

"Heidi," Lazar Wechsler's production of the book by Johanna Spyri, has also been acquired and will begin its American premiere engagement at the Little Carnegie Theatre, New York, on Dec. 19 as a special holiday presentation.

"Heidi," which received the grand prize special award at this year's Venice Film Festival, was directed by Luigi Comencini.

NTFC Will Combine Elections with Party

The National Television Film Council this year will combine its election-meeting and its annual Christmas party. The dual event will be held Thursday noon at the Warwick Hotel here. Arche Mayers, president of the organization, has planned the presentation of door prizes and other gifts, as well as a special entertainment.

Fox CinemaScope Screen

(*Continued from page* 1)

houses approximately 1,800 Astrolite or Miracle Mirror screens.

"As to the larger and first run houses, of which nearly all have been equipped with either Miracle Mirror or Astrolite screens, we must continue to insist that they use a screen providing equivalent results for our CinemaScope productions."

"We are presently concerned," Skouras continued, "with the medium sized and small house. Believing that every exhibitor has a responsibility to give his patrons the very best in CinemaScope exhibition we therefore have determined that henceforth we will leave to the exhibitor in the case of the narrow and small theatre to choose whatever make or type of screen he desires to use."

Skouras reiterated his and the company's frequently stated conviction that CinemaScope will restore the motion picture box office to health and, therefore, "must be safeguarded" to insure all of its capabilities. He said the first two CinemaScope releases, "The Robe" and "How to Marry a Millionaire" already have demonstrated by their box office performances the soundness of the company's position.

All of the components of CinemaScope are equally important to realizing its greatest business potentialities at the box office, Skouras said. In the case of the screen, he held that despite recent improvements in makes other than Miracle Mirror and Astrolite, his company feels that light distribution is inadequate. He called particular attention to the action which takes place at the sides of the screen in CinemaScope productions, as well as in the center, and warned that audiences may be disturbed if they were unable to see "both sides of the screen with equal brilliance."

"In the long run," he said, "an inadequate screen could have a destructive effect on the whole CinemaScope program."

Allied May Attend

(*Continued from page* 1)

a voice in management of film companies. The Allied president said he has received a number of unsolicited proxies from Allied members owning stock in various film companies. He would not go beyond saying that Allied representatives may attend annual stockholders' meetings in an apparent effort to voice exhibition sentiments against curtailment of production schedules and other complaints.

The recommendations, adopted at the Allied convention in Boston in October, presented a two-fold approach to the problem, either the acquisition of stock in production-distribution companies by Allied units in order to gain representation on boards of directors, or garnering proxies and attending stockholders' meetings to present exhibition's case before stockholders and management. The latter approach was suggested from the floor of the convention, and apparently is now being explored by Allied.

Columbia Executives Off Today for Coast

Discussion of plans for the continued sale of "From Here to Eternity" as well as distribution of forthcoming product is planned by Columbia Pictures at a four-day meeting to be held, starting Monday, at the St. Francis Hotel in San Francisco. Home office executives and top sales personnel of the company will leave New York today to attend the conclave. Similar meetings were held last month in Chicago and New York.

Heading the home office contingent leaving today is A. Montague, who will preside at all sessions. Accompanying him will be Rube Jackter, Louis Astor, Maurice Grad, H. C. Kaufman and Joseph Freiberg.

Ordway Leaves L. & G.

HARTFORD, Dec. 10.—Russell D. Ordway has resigned as district manager of Lockwood & Gordon Theatres in Massachusetts, Rhode Island and New Hampshire, and has returned here to help his wife, Dorothy, in the operation of a children's wear outlet.

Tushinsky Clarifies

(*Continued from page* 1)

sult obtained is concerned, Joseph Tushinsky today told MOTION PICTURE DAILY. The first reports on the Tushinsky device broke early last spring when Vistarama was introduced. These reports proved unfounded. A fortnight ago, a New York market letter carried a similarly ill-founded report. The common denominator in these unauthorized reports has been the claim that the Tushinsky system enables a projectionist to spread a normal 35mm picture from the standard 1.33-1 aspect ratio to as wide as three-to-one.

Tushinsky said today this is not correct, explaining that extensive expansions from standard films observed by some studio executives is obtained by optically reprinting the picture from the negative in such a manner as to produce an anamorphically-compressed image from which, by use of an anamorphic lens, the desired width is derived.

Similar to 2 Others

Questions and answers, the only means available until the studio releases a formal statement of the subject, revealed that the Tushinsky system compares in vital respects to the so-called "Chinese camera" system in use at Paramount on "White Christmas" and to a similar horizontal camera being built by the M-G-M camera department head, John Arnold.

Tushinsky expects to have his system far enough advanced within a fortnight to demonstrate it for the press. Only production executives of various companies have seen it in work so far. Tushinsky says the device will give satisfaction in aspect ratios beyond three-to-one with film photographed for this process.

Meanwhile, Benedict Bogeaus on Wednesday added to the dimensional chorus of claims by asserting he has his own otherwise undefined anamorphic system which he calls Sceniscope and which he says he will use on "Desperate Men," which he will produce independently for RKO release and with RKO furnishing partial financing. RKO says he has no deal to use the Tushinsky process.

U-I Ads

(*Continued from page* 1)

be provided, the funds for which will be added rather than taken from its newspaper and magazine budgets.

A total of $400,000 will be spent for pre-selling in national magazines, he said, and $600,000 in newspapers for advance and cooperative point-of-sale ads. The remainder, $500,000 in all, has been ear-marked for trade paper advertising, radio and TV, miscellaneous expenses, and in the concentrated promotional activities which are planned for the period.

U-I plans, it was stated, on the same extensive trade paper advertising it has maintained for several years, with a possible increase in prospect. "We have found effective results," Lipton stated, "in our policy of advertising every one of our pictures in trade papers and our use of full color inserts at least four times a year to fully acquaint exhibitors with our volume of product, our consistent, balanced monthly releases, and with our pictures' inherent box-office values."

Lipton also pointed out that this all-time high in pre-selling advertising by the company is especially noteworthy in that the industry generally has been pruning its pre-selling budgets for such purpose.

The heaviest campaign during the first four months will be placed behind "The Glenn Miller Story" and "Saskatchewan." Other major productions which also will be given heavy advertising support are "The Creature from the Black Lagoon," 3-D; "War Arrow," "Taza, Son of Cochise," 3-D; "Yankee Pasha," "Forbidden" and "Fort Laramie."

Argentina Agrees

(*Continued from page* 1)

tween $2,500,000 and $3,500,000, were said to be under discussion between Corkery and Argentine officials. The initial payment indicates the implementation for the first time of the 1950 film agreement, recently renewed.

Meanwhile, it was learned that Brazil has indicated that beginning tomorrow, it will pay off an additional $5,100,000 indebtedness owed to American film companies, bringing the total of Brazil's payments up to more than $15,000,000.

Corkery, who was in Brazil before proceeding to Buenos Aires, is due back here next week. However, he may return to Brazil for a short while in February to attend the Brazilian film festival.

Arbitration

(*Continued from page* 1)

tribution taking part in such a procedure.

Allied is expected to take no action on arbitration before its winter board meeting in February. TOA's mid-winter board and executive committee meeting in Washington in February is expected to give considerable attention to arbitration, but whether it will meet with distributors before that time is not known.

It is reported that the decision of the sales managers to discuss arbitration on Monday was made on their own, without overtures from TOA.

AS AN INDUSTRY SERVICE
and a guide to the future...
20th Century-Fox is happy
to reproduce the remarks of
TRUEMAN T.

CinemaScope Solves Product Shortage For T. T. Rembusch

By Merlin Lewis

"In addition to being a big money maker and a presentation most pleasing to my patrons, I've found that CinemaScope installation in my theaters has solved the product shortage, at least for me," was part of the enthusiastic report of Trueman T. Rembusch, of Syndicate Theaters of Indiana, former president of National Allied, to THE FILM DAILY this week.

"In any town where I have two theaters there has been an enormous problem of finding at least 300 pictures to show," Rembusch claimed, "but with CinemaScope in one theater, with its attendant long run, I can pick and choose to find the best pictures available for my other house.

"CinemaScope has been an agreeable surprise to me. My Mode Theater in Columbus, Indiana is the first of our theaters to be equipped. We have used the Ballantyne Co.'s equipment throughout excepting, of course, the screen, since we had to have the Miracle Mirror screen to show 'The Robe'."

Patrons Delighted

"Our patrons are delighted with the stereophonic sound and so am I. I've fooled around with electronics and sound reproduction practically all of my adult life," Rembusch continued, "and this sound system is so good as to be almost unbelievable. There is none of the 'hiss' associated with optical sound systems and it is a bit surprising when there is no sound emanating from any of the speakers to find that there is absolute silence in the theater—just nothing except what sound the audience itself makes. This is the ultimate to me—there may be some improvements made but as far as I am concerned this is it.

"As an instance of how much I like the equipment I have placed orders with the Ballantyne Company to equip five more of our theaters, starting with the Vogue Theater in Elwood. The Vogue is a long, narrow house seating a bit less than 400, but the success of our equipment in the 700 seat Mode, also long and narrow, convinces me that it will be even better, if possible, in the Vogue.

"Of course, 'The Robe' is an outstanding attraction but just to give you an instance of how valuable the new equipment and the film means even to a theater so small as the Mode, we grossed more on opening day (Thanksgiving Day) than we average for a four day week end, even with outstanding pictures."

Wall To Wall Screen

Rembusch told this reporter that the Mode theater was only 28 feet wide, wall to wall, but that the CinemaScope screen was 26 feet wide, with the curved traveler becoming part of the wall decoration on each side of the theater when completely opened. Rembusch is convinced, he stated, that almost any theater of any size or any shape could profitably install complete CinemaScope equipment including stereophonic sound, if a careful engineering survey indicates that complete structural changes of the theater are not necessary.

REMBUSCH

as reported by THE FILM DAILY, Dec. 4, 1953

Secretary & Treasurer, Syndicate Theatres, Inc. Leading exhibitor; outstanding showman; member of the board of directors and former president of Allied States Association; former president of Allied Theatre Owners of Indiana; former co-chairman of COMPO (Council of Motion Picture Organizations) and present chairman of COMPO's Finance Committee.

Even when "I" beams had to be removed or changed he thought that the investment would be worth while, particularly in view of the large flow of product in the offing.

For the smaller theater such as the ones he operates in the two theaters in Columbus and Elwood, Rembusch is convinced that the sound-head must be easily interchangeable from a pent house to a rack for 3 channel stereophonic sound, because it eliminates an additional cost of about $4,000.

The Mode Theater, completely equipped, but without contract labor costs ran "quite a bit" under $9,000, including lenses, screen, curtain, track and motor to operate the curtain, speakers (about 20 units) and all necessary booth equipment.

Installation in the Vogue Theater, although a considerably smaller house, would not be much less, Rembusch estimated, since most of the equipment was basic. Only the number of auditorium speakers would affect the difference in cost if any occurred, he said.

No Amperage Increase

"The picture in the Mode Theater is 26 feet wide by 10½ feet high," Rembusch said, "and we burn only 45 amps using our Peerless Magnarc lamps. We have an 88 foot throw and get a perfect picture. We saw no reason at all to step up amperage, particularly since the anamorphic lenses allow more light to reach the screen," he said.

"One thing that very few people in the industry seem to realize, is that with our Ballantyne equipment we can run both 3 track stereophonic sound when the magnetic reproducer is used in a rack, and at the same time use the optical sound system, if it is desired to do so to achieve a particular dramatic effect. This is very important to us, too," he said, "since we can do things the non-equipped theater cannot hope to do.

3 Years Amortization?

"I'm very glad we equipped our first theater," he declared, "and I'm very sure that the Internal Revenue bureau will allow us to amortize the equipment over a 3 year period. Obsolescence for most theater equipment is very quick and very high," he said, "and from past experience I'm pretty sure I'm right—and of course, it should be that way.

"Nobody in his right mind will predict just what the results of CinemaScope productions will be," Rembusch declared, "but in about two months we should come pretty close to predicting at least what the next year or so will bring. The public likes it—I certainly like it and as the returns to the box office continue to be high I'm sure that more and more theaters are going to spend the money to install the equipment to make it possible for them. I hope all of them are as successful with it as we are."

Rembusch, long an exhibitor leader of national stature, until recently was president of Indiana Allied as well as a member of COMPO's triumvirate.



In the THEATRE Equipment World . . .

. . *with RAY GALLO*

"UNISTRUT," a metal framing system, has been adapted to wide-screen frame construction by the Unistrut Products Co., Chicago. The frame channel is made of cold rolled steel, and a framework can be built with combinations of five basic sizes made in three gauges—12, 16 and 19. In construction no drilling is required since the channel has a continuous slot into which a nut can be inserted at any point. The nuts are made with serated grooves which "bite into" the wedge-shaped, inturned edges of the channel for positive clamping action. Rounded edges of the nut are designed to permit easy insertion, and spring construction permits holding the nut snugly in place for bolting.

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The methods of research, testing and inspection used by the American Seating Co., Grand Rapids, Mich., in the manufacture of its public seating line, including theatre chairs, are described in a new booklet just issued by the company. Entitled "Research, Testing and Inspection," the 34-page booklet is in color and profusely illustrated. One test for product durability shown in the book imitates "the gyrations of an active theatre patron enjoying an exciting movie, testing beyond doubt the quality of the spring construction, padding and upholstery."

•

"Luxuria" is the name of a new seamless screen made with a plastic base and designed especially for wide-screen and 3-D projection by the Trans-Lux Corp., New York. It is being produced in sizes up to 90 feet in length and 50 feet in height. The screen is uniformly perforated.

•

Expansion of its plant and office facilities has been announced by the Star Cinema Supply Co., New York, with its acquisition of a three-story building at 447 West 52nd St. The company specializes in rebuilt projection equipment and has available a catalogue covering its complete equipment line. An increase in the volume of orders from abroad was one of the factors necessitating new and enlarged quarters, according to Saul Tanney, president.

•

Those junior-sized railroad trains made by the Miniature Train Co., Rensselaer, Ind., received special attention recently in a three-page illustrated article in "Business Week." Many drive-in theatres throughout the country have installed the trains in their children's playgrounds. The article traces the history of the company whose product started as a hobby of P. A. Sturdevant of Chicago, now president and principal owner of the business. It also tells of the part that R. D. Robertson, vice-president and general manager, has played in expanding the business.

Asides & Interludes

—by James Cunningham

ADOLPH ZUKOR is celebrating his 50th anniversary in the motion picture industry. United Artists is black-happy on the occasion of its 35th anniversary. M-G-M is a-stirring itself 'cause of a 30th anniversary. All of these joyous events have been duly recorded. May we add another?

John P. Adler is now celebrating his 45th anniversary in show business, out, in, and around Marshfield, Wisconsin. John P. was the recipient, the other day, of the following telegram from Allied Independent Theatre Owners of Wisconsin:

> JUST THINK. THE RUNNING TIME OF J. P. ADLER'S FORTY FIVE YEARS IN SHOW BUSINESS IS TWENTY THREE MILLION SIX HUNDRED AND FIFTY TWO THOUSAND MINUTES AND AT THE STANDARD PROJECTION SPEED OF NINETY FEET PER MINUTE, IT WOULD REQUIRE TWO BILLION, ONE ONE HUNDRED TWENTY EIGHT MILLION SIX HUNDRED EIGHTY THOUSAND FEET OF MOTION PICTURE FILM, ENOUGH TO ENCIRCLE THE EARTH SIXTEEN TIMES, TO PORTRAY THE PART YOU HAVE PLAYED IN BRINGING THE MAGIC AND JOY OF THE THEATRE TO THE PEOPLE OF MARSHFIELD. CONGRATULATIONS.

▼ ▼ ▼

Altec Service Corp. has a press agent, here in New York, who is so persuasive and enlightening that, after breathing down our neck for a coupla weeks, he finally made us read "Stereophonic Sound and Altec," a booklet published by Altec.

Notice to Altec press agent Bert Ennis: We have read the document, and liked best the conclusion that "Stereophonic sound is still a new art," and that "Many pictures will be made before the full quality and dramatic possibilities of stereophonic sound are realized and used."

The aforementioned is called to the special attention of Mr. Skouras, Mr. Rembusch, Mr. Myers, to Mr. Walter Reade, and to any others who might be subject to stereophonic ulcers.

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***Holiday Note**, by Charles Dickens*:

"Numerous indeed are the hearts to which Christmas brings a brief season of happiness and enjoyment. How many families whose members have been dispersed and scattered far and wide, in the restless struggle of life, are then reunited and meet once again in that happy state of companionship and mutual goodwill, which is a source of such pure and unalloyed delight, and so incompatible with the cares and sorrows of the world, that the religious beliefs of the most civilized nations, and the rude traditions of the roughest savages alike number it among the first days of a future state of existence, provided for the blest and happy! How many old recollections, and how many dormant sympathies, Christmas-time awakens!"

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The publishers of "Silver Screen," a fan magazine, have notified our News Desk, and, presumably, the news desks of the world, via press releases, the tidings that "Rita Hayworth's yearning for a son may have played an important part in her decision to marry Dick Haymes."

"I've always wanted a boy," continues Silver Screen's account of Rita's remarks, "but never married a man virile enough to give me one."

Absolutely, no comment.

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Short Stories:—Legislators of Sikkim State in the Himalayas were invited to see a film in the first theatre ever opened in Gangok, the capital. They promptly introduced a resolution closing the theatre for 10 years as "a menace to innocent Himalayan youth". . . . **You know all** the "Special Weeks" which we have here in the picture business—well, "Printer's Ink," trade magazine, just counted 204 Weeks—for the 52 alloted per annum—like "National Pickle Week," "Kraut and Frankfurter Week," "Cage Bird Week," "Laugh Week." . . . **Barney Balaban** and **Spyros Skouras** have been elevated for their world achievement, justifiably. Wonder how they'd feel if they got the REAL TOP honors as "Main Wipers" from the National Baldheaded Club, Inc., like "Ike" got the other day.

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The solemn, studious and stately Library of Congress came up, the other day, with a list of 76,000 motion picture title copyrights, dating back to 1894; Title No. 1: "Edison's Kinetoscope Record of The Sneeze." . . . Rotus Harvey speaks for Western exhibitors, frequently. He also publishes "Exhibitors Digest," in San Francisco. Page one of a recent issue of "Exhibitors Digest" has a killer-diller filler, taken from the "Arkansas Baptist": "The trouble with this country is that there are too many wide open spaces entirely surrounded by teeth." We agree, we agree, we thoroughly agree. . . . Dr. Nathan Torrens of the Pennsylvania Association for the Blind, says that the re-use of 3-D glasses can bring on "pink eye." The good doctor has a point. We've seen 2-D glasses re-used, and re-used. They brought on pink elephants, and red eyes. . . . We kinda feel uneasy these days when we hear the word Cinerama. Lynn Farnol, usually a swell guy, speaking in behalf of Cinerama, as public relations consultant, quotes Cinerama inventor Fred Waller as tipping the tip, that, "with Cinerama, we can photograph the inside of a thimble." We'll have to change our hoarding spot. Nothing's sacred, any more.

Short Subjects

(*Continued from page* 1)

addressed the class in the company's home office prevue theatre.

Morgan, who had been invited by Maurice Bergman, chairman of the Showmanship School, to lecture on the subject, "Production, Program Building and Promotion of Shorts and Newsreels," held that the failure of many exhibitors to give short subjects the kind of promotion they deserve amounted to "passing up a gold mine."

Compositions Invited

The guest lecturer, who was introduced to the class by Lige Brien, president of AMPA, invited the students to submit compositions on the topic, "Why the Exhibitor Should Advertise and Publicize Short Subjects and Newsreels." Morgan said he would suggest to Brien that the best three or four such compositions, as judged by an AMPA committee, be offered to trade publications for use as feature articles. In that way, he pointed out, theatremen could familiarize themselves with the thinking of AMPA students, virtually all of whom are professionals in the advertising, publicity and exploitation fields.

Short subjects and newsreels represent the most highly competitive sphere in the industry, Morgan observed. He pointed out that 483 one and two-reelers came from major companies in the 1952-53 season, not counting serials, with perhaps another 50 put on the market by independents. The five newsreel companies, he reminded, turn out a total of 10 issues a week—"and that spells real competition." Morgan deplored the relegating of shorts and newsreels to being the "orphans" of the industry. Paramount is constantly striving to correct this situation, he added.

The Paramount executive described for the class the procedures Paramount follows in publicizing and exploiting its shorts and newsreel on both national level and local level. He screened for the students short subjects which in the past lent themselves effectively to profitable promotion.

Morgan also discussed at length the newsreels' value in the public service sphere, and cited the extent to which newsreels have served America in times of war and peace. Exhibitors and distributors who do not promote shorts and newsreels, "whose great popularity has been reflected in public opinion polls, are only hurting themselves," it was emphasized.

Investors Would Buy Canada Circuit Stock

TORONTO, Dec. 10. — General Theatre Investment Co., Ltd., Toronto, has made an offer to buy the 96,855 outstanding common shares, effective to Dec. 31, of Theatre Properties (Hamilton), Ltd., which owns the Palace and Capitol theatres and has a substantial interest in the Savoy, all of Hamilton, Ont. These houses are leased to Odeon Theatres for operation. The offered price is $15.34 per share, compared with the recent trading price on the Toronto Stock Exchange of $13.50.

Technicolor

(*Continued from page 1*)

a share on the new $1 par common stock and 20 cents a share on the old no-par common stock, not exchanged.

The dividend will be paid to stockholders of record at the close of business on Dec. 18, Dr. Herbert T. Kalmus, president and general manager, stated.

In considering the payment of the special year-end dividend the directors of Technicolor "have very carefully considered the recent long-term license and engineering agreements entered into between Technicolor Motion Picture Corp. and De Luxe Laboratories, Inc. and the demonstration at Princeton, N. J., by RCA of the results of its researches to date which may lead ultimately to electronic photography," the company stated.

See Long-Range Benefit

Technicolor directors were said to believe that the short range consequences of these developments will not materially affect the company but that in the long range they should be of considerable favorable importance.

"Although definite figures for the last two months of this year are not yet available it is clear that there will be a sharp decline in profit as compared with the earlier months of this year," it was stated.

"It is thought that for the most part this is brought about by the uncertainties and delays of the industry with the advent of wide-screen and three-dimensional productions, and the extended use by producers of relatively new types of color negative which has necessitated the adoption of new procedures in Technicolor's manufacturing process which have not yet become standardized," it was said.

"There is a high prospect that the low level of volume and profit for the last two months of this year will not continue into the first quarter of 1954," said the company.

Review

"Fighter Attack"

(Allied Artists) *Hollywood, Dec. 7*

THE suspenseful and vital events in Nazi-occupied Italy prior to the Allied invasion form the background of this production in which Sterling Hayden, as an American flier, and J. Carrol Naish, as an Italian guerilla, are the top names and principal characters.

The story opens with Hayden as a flight commander raiding the mainland from a base on Corsica. It gets into high gear after he's shot down by the enemy and taken in by the Italian underground, and comes to a climax in an attack by Allied planes and a guerrilla band afoot, on a secret transit tunnel. It is a well made film, ably enacted by a large and competent cast, and can be projected in any aspect ratio from 1.33-1 to 1.85-1.

The picture was produced by William Calihan, Jr., and directed by Lesley Selander, from a script by Simon Wincelberg. It has a full measure of melodramatic situation and unexpected developments, but it is pleasantly free of the soap-box oratory and declamatory dramatics that have crossed up so many wartime melodramas in recent years.

Hayden, with 200 missions to his credit, is due for shipping home when his commandant prevails upon him to stay on until a secret supply line to the enemy can be located and bombed out. Looking for it, Hayden is shot down, landing safely and being taken in hand by a girl guerilla (Joy Page), who takes him to the mountain hideout where Naish is in charge. Sharing venturesome incidents, many fatal and all dramatic, he and she fall in love, but the story emphasis is on the discovery and destruction of the secret tunnel, in which conflict they fight side by side. (He comes back to her after the war to a happy ending, but this isn't tipped early enough to discount plot interest.) Also in the cast are Kenneth Tobey, Anthony Caruso, Paul Fierro, Maurice Jara, Tony Dante, David Leonard, James Flavin, Harry Lauter, John Fontaine, David Bond and Louis Lettieri.

Running time 80 minutes. General audience classification.

FCC Re-hearing Granted

WASHINGTON, Dec. 10.—The Federal Communications Commission has agreed to reconsider its earlier action dismissing an application by Jefferson Amusement Co. for a television channel at Beaumont, Tex. The commission set a hearing for Dec. 16.

Stars' Tax Easement Urged by the MPIC; Members Approve

HOLLYWOOD, Dec. 10.—The "lean years taxation provision" to cover actors and others in the film industry whose incomes are high during a short period of years and drop drastically thereafter should be given "every support of the entire industry," Carey Wilson, chairman of the overseas production committee of the Motion Picture Industry Council, told the MPIC membership Wednesday night at a meeting called to hear the long-delayed report by the organization.

The report covered a canvass inspired several months ago by repeated contentions that Hollywood employment was adversely affected by a declared increase in production of films overseas by American producers. Uppermost among the charges made at that time was the claim that top stars taking advantage of an 18-month tax loophole, no longer in effect, made foreign production necessary. The report said that foreign production had never reached the extent, numerically, indicated by announcements of intention, 75 per cent of which had failed to materialize.

Seven principal reasons for producing overseas were listed in the report as: need for authentic locale; 18-month tax advantage; currency restrictions and quota systems; availability of foreign financing; split-hemisphere deals; supposed lower production costs; general importance of the foreign box office.

The membership approved the report unanimously.

seventeen's
award-winning
january
picture of the month

20th century-fox's

HOW TO MARRY A MILLIONAIRE

technicolor

CINEMASCOPE
you see it without glasses

starring
MARILYN MONROE
BETTY GRABLE
LAUREN BACALL
and co-starring
WILLIAM POWELL



seventeen the magazine that sends teens to the movies

IMPORTANT ANNOUNCEMENT

By MR. SPYROS P. SKOURAS

President, Twentieth Century-Fox Film Corporation

REGARDING SCREENS FOR PROJECTION OF CINEMASCOPE PICTURES

WE cannot overemphasize our belief and conviction that CinemaScope is the only remedy to combat the ravages of television at the box office and recapture lost audiences. CinemaScope must be safeguarded to the end that superior entertainment, which is so much needed to attract audiences to theatres again will do what it is capable of doing. CinemaScope is a complete new process engineered to provide a whole new form of entertainment. CinemaScope is not merely a lens, or a screen, or stereophonic sound, or a new size, or a new aspect ratio. CinemaScope involves the proper use of all these components as an entirely new system designed to tell a story in a new and more dramatic fashion.

The results obtained from the first two CinemaScope productions are ample proof of the soundness of our position as to the way CinemaScope should be exhibited. CinemaScope demands a bigger story, more action, whether outdoor or indoor or intimate. It requires more material, for instance when Darryl Zanuck produced the second CinemaScope picture, HOW TO MARRY A MILLIONAIRE, he combined two great Broadway stage plays—THE GREEKS HAD A WORD FOR IT, by Zoe Akins, produced on the stage by William H. Harris, Jr., and LOCO, by Dale Eunson and Katherine Albert. Exhibitors know that the public wants to see only great pictures, and since CinemaScope requires bigger and better pictures, this system represents to the theatre man the answer to the box office drop.

We have conducted many tests on screens other than Astrolite and Miracle Mirror and while we find the manufacturers of these other screens have recently made improvements in their screens to meet our CinemaScope requirements it is our feeling that they have not yet made a reflective screen which will distribute the light evenly over the full theatre area as is accomplished with the Miracle Mirror and Astrolite. The Astrolite and Miracle Mirror screens contribute substantially to this superior entertainment in providing clearer and sharper pictures with improved color brilliancy.

The exhibitor must keep in mind the dramatic qualities of CinemaScope and that the action no longer is restricted to the center but occurs on both sides of the screen as well. Therefore, this could be very disturbing to the theatre patron who does not see both sides of the screen with equal brilliance. While one outstanding picture like THE ROBE may have so much appeal as to outweigh this disadvantage still in the long run an inadequate screen could have a destructive effect on the whole CinemaScope program. It is comparatively easy to make a screen bright in the center but it is extremely difficult to maintain brilliance and effectiveness clear to the edges of CinemaScope's enlarged area of effective action.

In order that there will be no misunderstanding of our attitude we still feel the Miracle Mirror and Astrolite screens are superior in the distribution of light equally to all seats in the theatre. Especially is this so in a wide theatre with balcony and high angle projection where we are of the definite opinion that other screens are not adequate although improvements are promised. The Hollywood demonstrations of CinemaScope were directly responsible for providing an entire new market for screen manufacturers and afforded them new opportunities of prosperity, and they were further aided by the announcement of other producers of their intention to make CinemaScope pictures. We have encouraged many screen manufacturers and promised our fullest cooperation to improve the quality of their screens to meet the exacting CinemaScope requirements.

The exhibitors in the case of the larger theatres of the country have appreciated the importance of a proper screen and there have been installed in the larger houses approximately eighteen hundred Astrolite or Miracle Mirror screens. As to the larger and first run houses, of which nearly all have been equipped with either Miracle Mirror or Astrolite screens, we must continue to insist that they use a screen providing equivalent results for our CinemaScope productions. We are presently concerned primarily with the medium sized and small house. Believing that every exhibitor has a responsibility to give his patrons the very best in CinemaScope exhibition we therefore have determined that henceforth we will leave to the exhibitor in the case of the narrow and small theatre to choose whatever make or type of screen he desires to use.

(*Advertisement*)

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 74. NO. 113 NEW YORK, U. S. A., MONDAY, DECEMBER 14, 1953 TEN CENTS

Tradewise . . .

By SHERWIN KANE

WHILE a number of vital questions concerning 20th Century-Fox's decision to waive insistence upon Miracle Mirror or Astrolite screens, or their quality equivalents, as a condition for "narrow and small" theatres' licensing of the company's CinemaScope presentations, remain unanswered in the absence of Spyros Skouras, company president, who is in Europe, it is important to note the considerable pains Skouras took in making the announcement to emphasize the need of safeguarding the box-office potentialities of CinemaScope.

Every exhibitor who considers the subject honestly must concede that Skouras's stress upon safeguarding quality is sound advice—as good for the exhibitor as it is for 20th-Fox and other producers of CinemaScope pictures.

•

For proper perspective on the subject, one need go no farther back than the industry's experience this year with 3-D.

It was not poor quality production alone that hastened 3-D to its undeserved loss of audiences. It was equally the fault of a disregard of quality by the theatre—below standard projection, lighting and viewers. Only now is 3-D regaining its proper place at the box-office, and is enabled to do so only by a fresh start, from production through presentation, based upon a return to quality standards all along the route.

•

Twentieth Century-Fox has safeguarded production quality in CinemaScope pictures. It has been endeavoring, and continues to do so, to safeguard CinemaScope quality in the theatre.

It would be tragic indeed if exhibitor shortsightedness were permitted to consign CinemaScope to the same doleful setback as that meted out to 3-D, even if only temporarily.

It is to be hoped than an infinitesimal number of exhibitors will find it necessary to take advantage

(*Continued on page* 2)

'Golden Dozen' Are Set For Univ. Sales Drive

HOLLYWOOD, Dec. 13.—Universal-International will launch a "Charles J. Feldman Annual Sales Drive" on Jan. 3 and continue it through May 2, it was announced by Alfred E. Daff, executive vice-president at the concluding meeting of the company's national sales executives conference at the U-I studios at the weekend.



Alfred E. Daff

Twelve pictures, designated as U-I's "Golden Dozen" will be released during the drive, Daff disclosed. Nine are in color by Technicolor and two have been produced in 3-D.

The theme of the drive, Daff stated, "demonstrates U-I's confidence in the industry, the company's responsibility to the exhibitor to continue delivering its present high number of quality releases and the reliability of the entertainment provided to please the exhibitors' customers and keep them coming to the box-office."

More than $36,000 will be distrib-

(*Continued on page* 4)

Fabian in Plea for Variety Support

A plea that New York showmen support the local Variety tent's "Heart" project to aid epileptic children was sounded here on Friday by Edward L. Fabian, who was installed as chief barker at a luncheon-meeting at the Hotel Piccadilly.



Edward Fabian

Fabian declared that "Tent No. 35, in the largest city of the world, needs a mere $25,000 per year to support the clinic for epileptic children at Columbia Presbyterian

(*Continued on page* 4)

Allied Commends Fox Screen Policy

Allied States Association, which has been critical of 20th Century-Fox's insistence on its own approved screens for CinemaScope presentations, is the first exhibitor group to officially laud the company on its new policy. In a joint weekend statement by Wilbur

(*Continued on page* 4)

TOA to Set Conclave At Mid-Winter Meet

The site of next year's Theatre Owners of America's annual convention will be selected at the mid-winter meetings of the executive committee and the board of directors, Herman Levy, TOA general counsel, said here at the weekend. Whether TOA again

(*Continued on page* 4)

TOA Asks That Uncalled-for Clothing In Theatres Be Sent to Korean Relief

A Korean relief project whereby uncalled-for articles of clothing in theatres' lost-and-found departments will be sent to Korean children who are in need of clothing for the winter months is being sponsored by the Theatre Owners of America. Walter Reade, Jr., president of the TOA, is urging members and all other exhibitors to cooperate in the move.

The project stems from an appeal which was made public in the New York "Daily Mirror" on Dec. 10. TOA officials promptly conferred and decided on a course of action.

Albert M. Pickus of Stratford, Conn., has been named chairman of the appeal. He asked that the articles be mailed to S/Sgt. Robert L. Ziegner, 20634766, 3rd Food Service Squadron, APO 64, San Francisco.

Pickus will appoint regional chairmen throughout the United States to assist in bringing notice of the appeal to all exhibitors.

Memo to 'Ike'

Urges Turning Ticket-Taxing Back to States

Would Ease Overlapping, C. of C. Tells Commission

WASHINGTON, Dec. 13.—The U. S. Chamber of Commerce on Friday urged that the Federal Government surrender to the states the right to impose taxes on theatre admissions. This suggestion was one point in the chamber's program presented to President Eisenhower's commission studying the overlapping of Federal and state activities.

The chamber outlined various duties which it felt the government should relinquish to the states. Among them, it said, were various tax sources, including the admissions tax. Such a move, said the chamber, would greatly aid the individual states in meeting their growing financial obligations.

Columbia Net In Sharp Rise

Columbia Pictures' net profit for the 13 weeks ended Sept. 26 soared to $762,000 from the corresponding 1952 period's net of $128,000, the company revealed at the weekend. The big increase in the net earnings was credited largely to the heavy business being done by its current "From Here to Eternity."

As an indication of the rise in profits for the single quarter, it was noted that the net earnings for the entire year ended June, 1953, were $942,000, while the 1952 net was $803,000.

Operating profit for the last quarter before taxes, was $1,947,000, compared

(*Continued on page* 4)

Appoint Schwartz to Federation Post

The appointment of Fred J. Schwartz, president of Century Circuit, as chairman of the exhibitors committee of the Federation of Jewish Philanthropies, has been announced by Harry Brandt, president of the Independent Theatre Owners Association and of Brandt Theatres. Brandt, in addition, is chairman of

(*Continued on page* 4)

Personal Mention

JOHN P. BYRNE, M-G-M Eastern sales manager, will leave Hollywood today for Salt Lake City, Denver and Kansas City.

•

ALBERT M. PICKUS, vice-president of Theatre Owners of America, and owner of the Stratford Theatre, Stratford, Conn., has been named chairman of the Stratford Shakespeare Committee for the establishment of the American Shakespeare Festival Theatre.

•

HERBERT J. ERLANGER, assistant secretary-assistant treasurer of the Motion Picture Export Association, has been promoted to the rank of major in the military intelligence branch of the U. S. Army Reserve.

•

MAX BERCUTT, Warner Brothers exploiteer for the Northwest, has been promoted to studio field man and will leave Seattle to make his headquarters in Los Angeles.

•

BILL SPENCER, formerly a salesman for Manley-Burch Popcorn Co. in the Los Angeles territory, is leaving there for Seattle, where he will become Northwest representative for the firm.

•

JOHN G. MOORE, Paramount Pictures assistant Eastern division manager, has returned to Boston from New York.

•

HOWARD G. MINSKY, Paramount Pictures Mid-East division manager, returned to Philadelphia Friday from New York.

•

M. J. E. MCCARTHY, manager of Allied Artists' Los Angeles exchange, returned there at the weekend from Phoenix.

•

WALTER HOFFMAN, Paramount Pictures Northwest publicity director, has returned to Seattle from Los Angeles.

•

JAMES E. HOBB, branch manager of Monogram Southern Exchanges, Atlanta, has left there for Florida.

Goldsmith, Mayers Will Address NTFC

Dr. Alfred N. Goldsmith, chief consultant to RCA, will address a meeting of the National Television Film Council on Thursday at the Warwick Hotel here, in a summation of 1953's contributions to technical developments in television and their portent in 1954. Dr. Goldsmith will specifically discuss the effects these developments will have on color film, the advancement of color television, and the development of magnetic tape for color television.

Arche Mayers, NTFC president and president of Unity Television Corp., will summarize television film distribution activities and progress in 1953 and will forecast the future of film distribution for television in 1954. Both talks will be a part of the NTFC combined Christmas party and election meeting.

'Gimmickless' Films Win 'Holiday' Salute

"Holiday Magazine" film critic Al Hine's selection of the "10 best motion pictures of the year" consists only of conventional pictures having no new processes or technical "gimmicks." In his January issue column, Hine states that "the really big news of the year has been the quality of the individual picture, not technical discoveries and improvements.

Hine-selected product consists of "From Here to Eternity," "Roman Holiday," "Shane," "The Band Wagon," "Mogambo," "The Moon Is Blue," "Lili," "Stalag 17," "Tanga-Tika" and "The Little Fugitive."

Petrillo Asks Talks Be Opened Jan. 25

A request to open negotiations on a new musicians contract in Miami on Jan. 25 has been made to major film companies by James Petrillo, American Federation of Musicians president.

A letter, sent to company presidents indicated that the talks would cover studio musicians and newsreel dubbing. The selection of Miami as the scene of the negotiations is due to the presence in Florida of top film executives and Petrillo at that time, it was pointed out.

The previous two-year agreement, which was worked out in Miami, expires on Jan. 31.

3-Picture Paramount Deal for Hitchcock

HOLLYWOOD, Dec. 13. — Alfred Hitchcock has been signed by Paramount to a three-picture contract as producer-director. The new contract will start following the completion of "Rear Window," which Hitchcock is currently producing and directing at Paramount.

Hitchcock's first production under the new contract will be "Catch A Thief," in which Cary Grant will be starred.

Slate Courtesy Short For Midwest Meet

ST. LOUIS, Dec. 13.—"Courtesy Is Contagious," instructional short for theatre personnel which was produced by Filmack Trailer Co., Chicago, for the Theatre Owners of America, will be screened for the delegates attending the annual convention of the Motion Picture Theatre Owners of St. Louis, Eastern Missouri and Southern Illinois at the Sheraton Hotel here tomorrow and Tuesday.

Johnston to Speak

Eric A. Johnston, president of the Motion Picture Association of America, will be the guest speaker here today at a Town Hall forum on the future of the motion picture industry.

Columbia Meeting In 'Frisco Today

SAN FRANCISCO, Dec. 13.—A. Montague, Columbia Pictures' general sales manager, tomorrow will open the last of the company's three special regional sales meetings with a general session at the St. Francis Hotel here. Scheduled to be present are Montague's key aides from New York and sales personnel from the West.

Among the topics which Montague will introduce at the sessions will be the company's policy in regard to the Christmas pre-release in 3-D only of "Miss Sadie Thompson," the forthcoming release of "The Caine Mutiny" and "It Should Happen to You," and the continuing sale of Columbia's "From Here to Eternity."

Home office personnel attending will include Rube Jackter, assistant sales manager; Louis Astor, circuit sales executive; Maurice Grad, short subjects sales manager; H. C. Kaufman, manager of exchange operations, and Joseph Freiberg, manager of sales accounting.

Industry Leaders to Attend 'Miller' Bow

Top industry leaders will be among the 3,000 persons slated to attend tonight's invitational premiere here of Universal-International's "The Glenn Miller Story," at the RKO 86th Street Theatre.

Among industry leaders scheduled to attend are: Charles J. Feldman, Harry Brandt, William Brandt, Leo Brecher, Max A. Cohen, Jack Cohn, Ned E. Depinet, Russell V. Downing, Charles Einfeld, Ernest Emerling, S. H. Fabian, Matthew Fox, J. R. Grainger, W. J. Heineman, Julius Joelson, Harry Kalmine, Robert Kintner, Robert Mochrie, Charles B. Moss, Abe Olman, Eugene Picker, Jerry Pickman, Samuel Rinzler, Samuel Rosen, A. W. Schwalberg, Sol A. Schwartz, Spyros Skouras, George Skouras, Emanuel Sacks, Jules Stein, Wilbur Snaper, Albert Warner and Robert M. Weitman.

Noble's $2,000,000 Swells Foundation

An additional gift of $2,000,000 has been made to the Edward John Noble Foundation by Edward J. Noble, chairman of the finance committee of American Broadcasting - Paramount Theatres. Income and principle of the foundation are used for support of education, charities, hospitals and the needy in a broad field. Among the beneficiaries are St. Lawrence University in Canton, N. Y., of which Noble is chairman of the board of trustees, and North Country Hospitals, three New York institutions located in Canton, Gouverneur and Alexandria Bay, N. Y.

Hollywood Charities Nearing Year's Goal

HOLLYWOOD, Dec. 13.—The Permanent Charities Committee chairman, Steve Broidy, has announced plans for a "cleanup" campaign designed to bring donations up to the year's goal, $1,225,000 within two weeks.

Tradewise...

(Continued from page 1)

of 20th-Fox's dispensation with respect to screens of quality for CinemaScope presentations.

Should there be any significant evidence of disregard of quality standards, even in "small and narrow" theatres, this industry might well begin to despair of ever recapturing the ground it has lost to newer claimants of public favor.

• •

AUDIENCE response at the RKO 58th Street Theatre here last week to the reintroduction of Samuel Goldwyn's "The Best Years of Our Lives" was impressive demonstration that the public is ready once more for the Academy Award winner of 1946. It was an intent, appreciative audience throughout the two hours and 50 minutes of running time.

The Robert E. Sherwood script, as has been observed in many quarters, is as timely today as it was in the post-World War II period. It remains to be observed only that it is equally timely in a trade sense.

Here is a potent box-office attraction being made available in wide screen, with fresh prints, advertising and press books, at a time when exhibitors, large and small, are voicing apprehensions about their supply of product.

'Boy Lost,' 'Caesar' Win 'Sign' Citation

Paramount's "Little Boy Lost" and M-G-M's "Julius Caesar" have been selected as the outstanding pictures of 1953 by "The Sign," national Catholic monthly magazine. Jerry Cotter, the publication's motion picture editor, stated that the two films had been selected on the basis of moral value, artistic achievement and entertainment content for the Catholic audience.

Scrolls will be presented to William Perlberg and George Seaton, producers of "Little Boy Lost," and to Joseph Mankiewicz, who produced the Shakespearean tragedy.

Dassow Heads Sales Dep't of Astrolite

CHICAGO, Dec. 13.—R. William Dassow, formerly with National Theatre Supply in New York and here, has been named sales manager for the theatre and television screen division of Radiant Manufacturing Corp., which handles sales of the Astrolite screen.

Herschel Feldman will continue as sales manager of the photographic, educational and industrial screen divisions, Adolph Wertheimer, Radiant vice-president, stated.

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COLUMBIA PICTURES presents

RITA HAYWORTH · JOSE FERRER

Miss Sadie Thompson

with ALDO RAY

in color by TECHNICOLOR

Screen Play by HARRY KLEINER · Based on a story by W. SOMERSET MAUGHAM · A JERRY WALD Production · Directed by CURTIS BERNHARDT

A BECKWORTH CORPORATION Picture

U-I Sales Drive

(*Continued from page* 1)

uted in prizes to the company's domestic division, branch and office managers, salesmen and bookers.

"Considering the high quality of the pictures and the $1,500,000 advertising campaign with which they will be backed, U-I officials feel that business during the Feldman drive will reach an all-time high for the company," it was stated.

Pictures scheduled to be released are "Walking My Baby Back Home," color in Technicolor musical starring Donald O'Connor and Janet Leigh; "Forbidden," starring Tony Curtis, Joanne Dru and Lyle Bettger; "War Arrow," Technicolor, starring Maureen O'Hara and Jeff Chandler; "Border River," Technicolor, Joel McCrea, Yvonne DeCarlo and Pedro Armendariz; "The Glenn Miller Story," Technicolor, James Stewart and June Allyson; "Taza, Son of Cochise," Technicolor and 3-D, Rock Hudson and Barbara Rush; "Saskatchewan," Alan Ladd and Shelley Winters, Technicolor; "Ride Clear of Diablo," Technicolor, Audie Murphy, Dan Duryea, Susan Cabot and Abbe Lane; "The Creature from the Black Lagoon," 3-D, Richard Carlson and Julia Adams; "Ma and Pa Kettle at Home," Marjorie Main and Percy Kilbride; "Yankee Pasha," Technicolor, Jeff Chandler and Rhonda Fleming, and "Fort Laramie," Technicolor, starring John Payne and Dan Duryea.

Set Conclave

(*Continued from page* 1)

will tie up with the Theatre Equipment and Supply Manufacturers Association in a trade show also will be determined at the sessions, he said. It is known that TESMA prefers to make the Conrad Hilton Hotel in Chicago the permanent locale of the trade shows, which may mean that TOA would have to again hold its convention in Chicago if it decides to hold a convention with the equipment group.

The TOA mid-winter meetings will be held at the Mayflower Hotel in Washington on Jan. 31-Feb. 2. The executive committee will meet on Jan. 31 and the board will hold its sessions on the afternoons of Feb. 1 and 2.

Other items scheduled for discussion at the conferences are the latest developments in arbitration, the 16mm. Coast anti-trust suit, subscription television, stereophonic sound, specified screens, film rentals and the Federal 20 per cent admission tax.

A. Julian Brylawski, TOA vice-president, is chairman of the host committee. Alfred Starr, chairman of the executive committee and of the board of directors, will preside at all sessions.

Col. Notes Drop in Purchase Warrants

WASHINGTON, Dec. 13.—A decrease of 2,740 shares of Columbia Pictures non-par value common stock issuable under purchase warrants was reported here to the Securities and Exchange Commission.

As of Oct. 31, the company reported 46,050 shares issuable under purchase warrants compared to 48,790 on Sept. 30. The decrease was attributed to the cancellation of warrants issued to Irving Briskin, executive assistant to the studio vice-president.

Review

"Bad for Each Other"

(*Columbia*)

A YOUNG doctor's corruption and redemption form the basis of this story in which Charlton Heston and Lizabeth Scott have the principal roles. Set in a Pennsylvania mining town, the picture has been put together with a resourceful production hand, but the story is not particularly fresh or imaginative.

When Heston returns to his home town from Korea, where he was a doctor with the rank of colonel, he finds everyone suffering from the effects of a mining explosion. Even though Heston's brother was killed in the tragedy, people still hold him accountable because he held a key safety position.

Before long Heston finds two alternatives open to him. He can dedicate himself to the amelioration of human suffering, or can grow rich and lazy by associating himself with a swank, impressive medical office. Heston makes the latter choice and lives in luxury by flattering wealthy women with imaginary ailments and lots of time and money. With that choice also goes Miss Scott, spoiled, wealthy, twice-divorced young lady with a burning rage to live. The choice between good and evil in a mate is contrasted between Miss Scott and Dianne Foster, a nurse bent on helping her fellow man. It takes a mine explosion to wrench Heston out of his parasitical living and really find himself spiritually and romantically. That in the screenplay by Irving Wallace and Horace McCoy, means that Heston goes to a little coal mine area to work with the miners and it also means he abandons Miss Scott in favor of Miss Foster.

William Fadiman was associate producer and Irving Rapper the director. Others in the cast are Mildred Dunnock, as the mother of Heston, and Arthur Franz, as a doctor who is killed in a mine explosion.

The cast also includes Ray Collins, Marjorie Rambeau, Lester Matthews, Rhys Williams, Lydia Clarke, Cris Alcaide, Robert Keys, Frank Tully, Ann Robinson and Dorothy Green.

Running time, 83 minutes. General audience classification. For January release.

Appoint Schwartz

(*Continued from page* 1)

the amusement industry's drive on behalf of the 116 hospitals and social service institutions of the Federation.

Schwartz, a former board chairman and president of the Metropolitan Motion Picture Theatres Association, will take charge of the Federation campaign among exhibitors that will tie in with other aspects of the total industry drive that will be climaxed by a luncheon to be held in January at which key entertainment figures will be honored.

Assisting Schwartz, as a co-chairman of the Federation exhibitors committee, is Morton Sunshine, executive director of the Independent Theatre Owners Association.

Warwick in First U.K. 'Scope' Deal

LONDON, Dec. 13.—Irving Allen and Albert R. Broccoli, on behalf of Warwick Productions, Ltd., have concluded negotiations with 20th Century-Fox president Spyros Skouras for the production of two films in CinemaScope. Warwick is the first independent British company to use the process.

Allen and Broccoli, executive producers of Warwick, disclosed that the films will be "The Cockleshell Heroes," an original by George Kent and screenplay by Hugh Hastings, to go into production March 1, and Max Catto's novel, "The Prize of Gold," screenplay by British playwright R. C. Sherriff. Both will be filmed in color by Technicolor. No release has been set for the films.

Allen and Broccoli are now completing production of Alan Ladd's "The Black Knight," third of their contracted group for Columbia release. Tay Garnett is directing. Their "Paratrooper" will open in Boston on Christmas Day, and "The White South" print will be delivered to Columbia by Broccoli before the end of the month.

Fabian in Plea

(*Continued from page* 1)

Hospital, and if we cannot do this with a membership nearing 500, then I, as chief barker, will personally place the padlock on the door and return our charter to International Variety."

Fabian also announced that the tent's first event in the coming year will be an all-industry luncheon for William J. German, president of W. J. German, Inc., to be held in April in honor of German's many charitable endeavors.

Edward Lachman, retiring chief barker, was presented with a symbolic medallion in appreciation of his service to the tent. The presentation was made by Max E. Youngstein, who was toastmaster.

'Reef' Premiere to Be 'Piped' Abroad

Highlights of the world premiere of 20th Century-Fox's "Beneath the 12-Mile Reef," Wednesday evening at New York's Roxy Theatre, will be beamed to Europe and the Near and Far East by the Armed Forces Radio Service.

Microphones of the AFRS will be placed in the lobby of the Roxy and celebrity interviews will be tape recorded for programming around the world later in the week.

Polaroid Proposes 50% Stock Dividend

A 50 per cent stock dividend on outstanding common shares of Polaroid Corp. has been declared by the company's board of directors, subject to approval by stockholders at a special meeting which has been scheduled for Jan. 28.

Also authorized is an increase in common shares from 407,375 to 750,000, thus providing sufficient shares for the stock dividend and for future company requirements.

Columbia Net

(*Continued from page* 1)

with $360,000 for the same 13 weeks in 1952. Taxes were estimated at $1,185,000 for the 13 weeks ended last Sept. 26, while the same quarter's taxes in 1952 were $232,000.

Earnings per share on the common stock in the 1953 quarter were $1.01, against nine cents in the same 13-week period of 1952. It was noted by the company that the comparative earnings per share of common stock after preferred stock dividends were calculated on the increased amount of common stock which was outstanding on Sept. 26. The number of shares outstanding on that date was 687,436 and the number outstanding on Sept. 27, 1952, was 670,669.

Obviously on the strength of the favorable financial report, Columbia common and preferred stocks continued their advance begun a week ago, setting new highs for 1953 on the New York Stock Exchange last Friday. The common closed at 19¼, an advance of one point, the preferred at 67½, up 1½.

Allied Commends

(*Continued from page* 1)

Snaper, Allied president, and Abram F. Myers, general counsel, it was said that Allied "hopes the company will now take the next logical step and make stereophonic sound optional."

On Thursday, 20th-Fox president Spyros Skouras announced from Paris that the company henceforth will leave to the operators of "narrow and small" theatres the choice of screen they wish to use for presentation of CinemaScope productions.

The Snaper-Myers statement pointed out that throughout its 25 years, Allied has insisted that exhibitors "and they alone control operating policies of the theatres. This principle has been vindicated by the courts."

"We recognize 20th Century's right to recommend the screens and sound which it feels will display its product to best advantage but will continue to resist all efforts to dictate," the statement said. "If all companies would only announce that they will release CinemaScope pictures in whatever media the theatres are equipped to handle, it will contribute mightily to make 1954 the year of recovery."

In his announcement from Paris, Skouras said that the requirement that either the Miracle Mirror or Astrolite screen, or some screen adjudged by the company to give the same standard of quality be used in the larger or first-run theatres, will be continued by the company.

Schwalberg Enroute To Coast for Talks

Studio conferences will be conducted on the Coast by A. W. Schwalberg, president of Paramount Film Distributing Co., who left here at the weekend.

In a Chicago stop-over today, Schwalberg is slated to confer with Central division manager J. J. Donohue. While at the studio, Schwalberg will meet with Y. Frank Freeman, vice-president in charge of the studio; Don Hartman, executive producer, and other executives concerning future production plans. In addition, Schwalberg is planning sales sessions with George A. Smith, Western division manager, in Los Angeles.

A New Look for the New Movies...

Wide-Screen and 3-D Projection Lighting

The film industry is currently being revitalized by the third great technical revolution in its history. First, sound; then color; now panoramic and tri-dimensional realism are having their profound effect on movie-making and showing techniques.

Record Sums Spent

Exhibitors in the race to equip themselves for these new box-office bonanzas are spending thousands and tens of thousands of dollars on new optics, screens, sound equipment. Where does screen *lighting* equipment fit into this picture of modernization?

Light Losses Serious Problem

In wide-screen projection, screen light is distributed over 2½ *times the area* of conventional screens. In 3-D systems, filters reduce the total screen light to about *half* its former value, even with *two* projectors trained on a new screen of much higher reflectivity. Both wide-screen and stereoscopic effects suffer serious handicaps from inadequate lighting; nothing short of a *major* improvement in your present lighting equipment will enable you to take full advantage of their terrific mass appeal.

New Equipment Needed

For these new screen media you need not only *much more* light . . . you need literally *all the light you can get!* This means new equipment —equipment to operate the higher-capacity carbons at maximum currents.

Give your patrons — and these great new entertainment media — the light they need. Don't delay—call in your theatre equipment supplier for a complete diagnosis of your projection lighting needs.

Look to NATIONAL TRADE-MARK *for Everything New in Projector Carbons*

The term "National" is a registered trade-mark of Union Carbide and Carbon Corporation

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VOL. 74. NO. 114 NEW YORK, U.S.A., TUESDAY, DECEMBER 15, 1953 TEN CENTS

Test Cases

Supreme Court To View Two More Films

Legality of Censorship By States Is Involved

WASHINGTON, Dec. 14.—The U. S. Supreme Court has agreed to view the two motion pictures involved in pending cases testing the constitutionality of state film censorship.

The cases challenge New York's censorship of the film "La Ronde" and Ohio's censorship of "M." The court has agreed to review lower court decisions upholding state bans on the two films. Argument will be heard by the court either on Wednesday, Jan. 6, or Thursday, Jan. 7, with a possibility that the cases might take part of both days.

In the Ohio case, both the film's distributors and the state censors suggested the advisability of the court's

(*Continued on page* 6)

20th-Fox to Resume Filming of Shorts; Lang in Charge

HOLLYWOOD, Dec. 14.—Following a lapse of two decades, 20th Century-Fox will resume the production of short subjects, it was disclosed here yesterday by Darryl F. Zanuck, studio production head, who stated that the films, to be made for widescreen, will be produced in a quantity in proportion to the company's CinemaScope features. Otto Lang is in charge of shorts production.

The present plans of 20th-Fox call for production of subjects of the travelogue type and public events of general interest, these to be followed later by the fictional type of product.

Midwest Exhibitors Hear Talks on Media

ST. LOUIS, Dec. 14.—New developments in motion picture production were described to approximately 400 delegates attending the 35th annual meeting of the Motion Picture Theatre Owners of St. Louis, Eastern Missouri and Southern Illinois at the Sheraton Hotel here today. George

(*Continued on page* 6)

Central Shipping Closer; Table Arbitration to '54

A decision on the industry's so-called distribution "streamlining" project whereby film shipments may be handled through a central depot in each exchange city may be reached within the next few days, Charles Feldman, chairman of the general sales managers committee of the Motion Picture Association of America, said here yesterday following a meeting of the committee. Feldman said that although no definite formula had been determined, the project is "closer to a reality than ever before." Another meeting is scheduled for later this week to consider the subject further.

The meeting yesterday resolved into a general discussion of the proposed arbitration system for the industry, but because of too many absentees among the sales managers, the subject

(*Continued on page* 5)

To Cite Jack Kirsch At Ill. Allied Event

CHICAGO, Dec. 14.—Allied Theatres of Illinois will celebrate its 23rd anniversary here next Monday night with a party at the Chez Paree and Jack Kirsch, Illinois Allied president, will be presented with a plaque from national Allied. The presentation will be made personally by Abram F. Myers, general counsel and board chairman of the national organization.



Jack Kirsch

More than 500 reservations already have been received, according to Van Nomikos, Illinois Allied vice-president and

(*Continued on page* 5)

U. K. Wants I-Track Tests of C'Scope

LONDON, Dec. 14.—The executive committee of the Cinematograph Exhibitors Association has adopted a resolution requesting 20th Century-Fox to conduct single track sound tests of its CinemaScope production, "The Robe," in small theatres here as the company has agreed to do in

(*Continued on page* 6)

List, in 'Holders Bid, Buys 56,967 More Shares of RKO

WASHINGTON, Dec. 14.—An additional 56,967 shares of RKO Theatres common stock has been acquired by interests of Albert A. List, chairman of RKO Theatres board of directors and principal stockholder in the company, it was disclosed here to the Securities and Exchange Commission.

The additional 56,967 shares were purchased by List in the open market in connection with his Nov. 13 offer to buy at least 400,000 more shares of the company's stock at a price of $4.50 per share. The Cleveland Arcade Co., called "an associate of List," was said to be the beneficial owner of the 56,967 shares.

At the end of November, RKO Theatres in its SEC report said List was the beneficial owner of 917,542 shares and the record owner of 943,320 shares constituting approximately 24 per cent of the voting securities of RKO. The company said it "disclaims" the existence of control by List in its SEC report.

In a separate SEC report, it was said that Dudley G. Layman, an RKO Theatres director and an associate of

(*Continued on page* 6)

Big $1,750,000 For 'Robe' Here

A tremendous $1,750,000 for the 12 weeks and six days run of "The Robe" at the Roxy here was estimated last night, virtually on the eve of its departure from National Theatres' showcase. "Beneath the 12-Mile Reef," another CinemaScope production, will open at the Roxy tomorrow night.

The $1,750,000 figure, according to the Roxy management, breaks all grossing records for the house, in addition to the theatre's long-run record, held previously by "Wilson," which ran eight weeks.

Forecast

Income Abroad In '54 Put at $180,000,000

Johnston Sees Revenue Dip of from 5 to 10%

A forecast that the exhibition of American pictures abroad will earn from $180,000,000 to $190,000,000 in 1954 was made here yesterday by Eric A. Johnston, president of the Motion Picture Association of America.

Johnston, questioned by trade press newsmen following an address at Town Hall, estimated that foreign revenues, including those from Canada, will decrease from five to 10 per cent next year. He estimated that the total revenues from the foreign market for this year will hit a record $200,000,000, a figure swollen by the unfreezing of blocked funds in Brazil and Japan.

Next year's predicted five or 10 per cent decrease was attributed by Johnston to such factors as the wind-up of

(*Continued on page* 5)

Industry in England Agrees on Formula For Tax Campaign

By PETER BURNUP

LONDON, Dec. 14.—The basis of an industry program for entertainment tax relief, to be placed before the government, has been agreed upon here by a joint committee representing producers' and exhibitors' associations.

The program, to be presented to Chancellor of the Exchequer Richard A. Butler prior to his departure for Australia on Jan. 8, calls for tax relief in the amount of £4,000,000 ($11,-

(*Continued on page* 5)

Ohioans Act Against Delivery Rate Rise

COLUMBUS, Ohio, Dec. 14. — Sixty-five Ohio theatre owners have signed a protest aimed at forestalling rate increases ranging from five per cent to 200 per cent by five film carriers in the Cleveland area. The Independent Theatre Owners of Ohio is

(*Continued on page* 5)

Personal Mention

SPYROS P. SKOURAS, 20th Century-Fox president, is expected in London from the Continent at the end of this week and will leave there for New York early next week.

•

EDWARD L. HYMAN, vice-president of American Broadcasting-Paramount Theatres, accompanied by BERNARD LEVY and AL SICIGNANO, will be in Rochester on Thursday from New York.

•

E. S. GREGG, vice-president and general manager of Westrex Corp., and R. O. STROCK, commercial engineering manager, are in Hollywood from New York.

•

CY BRIDGES, veteran M-G-M salesman of New Orleans, became a great grandfather recently when his granddaughter, MRS. BOBBY BROWN, gave birth to a daughter.

•

ROBERT PORTLE, manager of the Stanley Warner Port Theatre, Newburyport, Mass., is the father of a girl born last week to MRS. PORTLE.

•

ERNIE GRECULA, advertising-publicity director of the Hartford Theatres, and MRS. GRECULA are marking their 18th wedding anniversary.

•

JOHN F. CALLAHAN, United Airlines salesman, has been named an account executive to concentrate on the advertising and theatrical fields.

•

PHIL GRAVITZ, M-G-M exchange manager in New Haven, has been elected president of the Beverly Hills Civic Association.

•

SAM SHAIN, of the local COMPO office, was in Buffalo last week from New York.

•

MAURICE MORIARTY has been named president of New Haven Local No. 273, IATSE.

•

L. E. GOLDHAMMER, Allied Artists Eastern division sales manager, has arrived in Detroit from New York.

•

HERMAN RIPPS, M-G-M assistant Eastern sales manager, will leave here today for Buffalo.

•

ILYA LOPERT, president of Lopert Films, will return to New York from London today.

•

CHARLES SCHNEE, M-G-M producer-executive, has returned to Hollywood from Cairo, Egypt.

•

FRITZ GOODWIN, M-G-M studio publicist, is in Boston from Hollywood.

30-cent WB Dividend

Warner Brothers' board of directors yesterday voted a dividend of 30 cents a share on the common stock, payable on Feb. 5 to stockholders of record on Jan. 15.

Roxy Ready for Bow Of 'Reef' Tomorrow

Details were being completed here yesterday for the formal world premiere tomorrow night of 20th Century-Fox's "Beneath the 12-Mile Reef" at the Roxy Theatre. Terry Moore and Robert Wagner stars of the picture, are here for the event and they will be joined by a large delegation of personalities from the entertainment, civic and business worlds.

Dorothy Kilgallen and Dick Kolmar will handle television interviews over ABC-TV's Channel No. 7, while Bob Haymes will tape the proceedings for CBS radio. A 30-man drill team from the Merchant Marine Academy at Kings Point, L. I., will highlight the premiere festivities.

The picture is the second CinemaScope production to play the Roxy. "The Robe" will end its 13-week run there tonight.

Press Lensmen Cite Terry Moore, Wagner

Twentieth Century-Fox stars Terry Moore and Robert Wagner have been named the "outstanding new motion picture stars of 1953" by the New York Press Photographers Association. The team will be crowned officially at ceremonies this afternoon at Danny's Hideway Restaurant here.

Miss Moore was the guest of the U. S. Coast Guard yesterday in a round of activities, which included christening of the "12-Mile Reef," a new harbor patrol craft, and a visit to the Marine Hospital on Staten Island.

Col., 'U' Shares Hit New Highs for 1953

Columbia and Universal stock issues hit new highs for 1953 on the New York Stock Exchange yesterday.

Columbia, in demand and advancing steadily for the past two weeks on reports of continuing exceptionally strong earnings and the possibility of dividend action at next week's board meeting, advanced 5/8, closing at 19 7/8. Universal, also favored with continuing good earnings, was up 1/2 at 17 1/2. Columbia preferred also set a new high for the year, closing at 68, an advance of 1/2 point.

WB Signs Starr to New 5-Year Pact

WASHINGTON, Dec. 14.—A new five-year contract for Herman Starr, general manager of Music Publishers Holding Co., a subsidiary of Warner Brothers, was executed last month, it was disclosed here to the Securities and Exchange Commission.

The contract, which calls for weekly payments of $1,500, beginning Jan. 1, 1954, will replace the one dated Nov. 27, 1951, amended so that it expires on Dec. 31, 1953.

'Everest' Topping Record

United Artists' "The Conquest of Everest" will complete the first week of its American premiere engagement at the Fine Arts Theatre here with an estimated gross of $19,000, reported to be a record opening week at the house.

$1,000,000 Chicago 'Cinerama' Gross

CHICAGO, Dec. 14.—Douglas Hegelson, managing director of Chicago Cinerama Corp., disclosed that "This Is Cinerama" has grossed almost $1,000,000 since its opening here July 31, with advance ticket sales now running over $70,000. Concession income, Hegelson added, has been running over $5,500 per week.

Chicago Takes Fair Despite Seasonal Sag

CHICAGO, Dec. 14.—With the pre-Christmas slump setting in here, first runs are a bit off from recent weeks but still holding up surprisingly well for this time of year. "This Is Cinerama" continues strong at the Palace with a fine $35,000 in prospect for the week. The advance sale indicates that receipts will reach $40,000 for the holiday weeks. "How to Marry a Millionaire" is chalking up a good $33,000 in its third week at the Oriental after a terrific second session of $48,000. Other good grossers are "The Robe," hitting $28,000 in its 12th round at the State Lake; "Decameron Nights," topping $4,300 at the Surf in its third week; "Sins of Jezebel" and "Man from Cairo," opening to $18,000 at the McVickers, and "The Captain's Paradise," still over $3,000 in its sixth week at the Ziegfeld.

Three Doing Poorly

On the downbeat side "Appointment in Honduras" is sagging to $25,000 at the Chicago after a mediocre opening week of $39,000, and the Monroe is dropping to a poor $4,000 with "The Yellow Balloon" and "Jennifer" in a second and final week.

Moses Is Preparing 'Years' Press Book

Vivian Moses, industry veteran and former press book editor of RKO Radio Pictures, has joined the Samuel Goldwyn Productions office here and and will prepare the press book for the re-release of "The Best Years of Our Lives."

R. L. Dann, Industry Banker, Is Dead

Roger Lewis Dann, 51, an assistant treasurer of the Bankers Trust Company in the amusement industry division, located in the Rockefeller Center branch, died Sunday in Columbia-Presbyterian Medical Center following a long illness. He is survived by his widow and two sons.

Ernest Creech Dies

COLUMBUS, Dec. 14.—Ernest Creech, 62, former Columbus theatrical booking agency operator, died last Thursday in Phoenix, Arizona. He is survived by his wife and a sister in California.

W. J. German Heads 'Lab' Committee Of the F. J. P.

William J. German, president of W. J. German, Inc., has accepted the chairmanship of the laboratories committee of the amusement division of the Federation of Jewish Philanthropies, it has been announced by Harry Brandt, president of Brandt Theatres theatre group asks that the proposed and chairman of the Federation campaign now being conducted in all divisions of the industry.

Long active in campaigns on behalf of Federation's 116 hospitals and social service agencies, German is well-known for his participation in philanthropic efforts supported by the industry.

In accepting the chairmanship of the laboratories committee, German revealed that the Federation is seeking $2,450,000 more this year than was raised last year to support enlarged, expanded and new facilities that have already afforded 54 new services to the community. The total campaign goal is $16,950,000.

Sign Canadian Pact For 5 Italian Films

International Film Distributors, Ltd., of Canada, has signed with Regent Film Corp., Ltd., of England, for distribution in Canada of five major Italian productions. The deal was closed here by N. A. Taylor, representing International, and Richard Gordon, who acted for Regent.

The films are "Three Forbidden Stories," "Bellissima," "Duel Before the Mast," "Society Defends Itself" and "Devotion."

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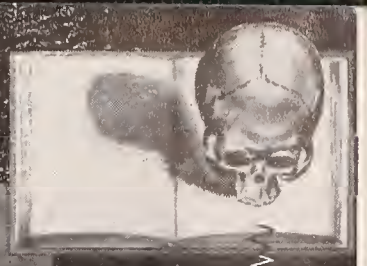
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dead man's brain told him to

kill
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Reviews

"El Alamein"

(Columbia)

HUMPHREY BOGART'S 1943 war drama, "Sahara," has been dusted off by Columbia, dressed up in a script which flashes back from the present year and remade under the title of "El Alamein." It is the saga of an Allied tank lost during the battle of North Africa. Scott Brady stars this time and has a competent, but fairly unknown supporting cast. The film itself has become a modest action drama, sincere if not very exciting or surprising.

The story opens in 1953, with Brady returning to the sandy wastes of El Alamein to relive his role in Field Marshal Montgomery's routing of the German forces under Rommel 10 years before. At that time Brady, an American tank expert, is separated from Allied forces while demonstrating a new tank to his British customers. In the tank with him are a British captain, Edward Ashley; a sergeant, Robin Hughes, and an Indian corporal, Peter Mamakos.

While lost in the desert, the tank stumbles onto a number of adventures, including a group of stranded Australians, a fatal brush with a downed Nazi airman, the discovery of a Nazi munitions dump in an oasis and, for Brady, at least, a slight romantic encounter with an extremely untidy, if pretty, Arab girl, Rita Moreno. Climaxing the film is an all-out fight at the munitions camp, in which the tank single-handedly holds off the Nazis until Montgomery's victorious armies arrive in the nick of time.

The film's modest production scale is supplemented to an extent by the use of many authentic news clips of the North African campaign, and at one point the narrative seems to stop completely while the camera goes back over some of the general strategy involved in that theatre of war.

Brady is uncompromisingly straight-faced as the hard American, while the the others, especially Robin Hughes, as a much-married British sergeant, give him good support. Herbert Purdum and George Worthing Yates did the script, from a story by Purdum. Wallace MacDonald produced and Fred F. Sears directed. "El Alamein" is designed for and will be most appreciated in the action market.

Also in the cast are Michael Pate, Peter Brocco, Ray Page, Benny Rubin and Henry Rowland.

Running time, 67 minutes. General audience classification. For January release.

"The Man from Cairo"

(Lippert) *Hollywood, Dec. 14*

FANS of George Raft will find this one to their liking because it is the type of story with which he has been best identified. The locale is Algiers where he is known during his stormy stay as the man from Cairo.

Mystery surrounding the people he meets and the things he does, and has done to him, derives from a war-time theft of $100,000,000 in gold which reposes somewhere in the adjacent desert. A great many people of various nationalities and intentions are seeking to obtain possession of the treasure by whatever means they deem necessary, and the mystification is quite well maintained until the indestructible American bests the principal looter in a man-to-man battle aboard a speeding train. It's an okay subject for the Raft crowd. Bernard Luber produced the picture, abroad, with Ray H. Enright directing.

Heading the English-speaking Italian cast in support of Raft is Gianna Maria Canale, whom a character like the one portrayed by Raft would term a looker, and the story is correct for this kind of casting. So is the locale, which includes independently interesting shots of Algerian street groups.

The screenplay is by Eugene Ling, Philip Stevenson and Janet Stevenson, from a story by Ladislas Fodor. It is a Michaeldavid Production.

Others in the cast are Massimo Serato, Guido Celano, Irene Papas, Alfredo Varelli, Leon Lenoir, Mino Doro, Angelo Dessy, Richard McNamara and Franco Silva.

Running time, 81 minutes. General audience classification.

"Undercover Agent"

(Lippert) *Hollywood, Dec. 14*

THIS British-made melodrama has Dermot Walsh, Hazel Court and Hermione Baddeley in the top roles. They are unknown in this country and the picture itself is by no means the best of recent imported product.

The scene of the screenplay by Guy Elmes and Michael Le Fevre is contemporary England, and Walsh plays a hired auditor who comes into possession of an envelope containing some prints and drawings which, it turns out, the government is as anxious to obtain as are a great many other persons who try to get them away from him by any means. He takes a considerable beating in the course of events, and winds up on an operating table with the heaviest of the heavies about to apply the scalpel before the government agents rescue him and capture his captors. Some of the tight spots he escapes from are of familiar cut, such as dropping the papers in a mail box for safety, and some are not, like the operating-table bit, but the over-all effect is unremarkable. A few dialogue lines and some minor bits of business are open to question on grounds of taste.

W. H. Williams is down as producer, Vernon Sewell as director. It is a Herman Cohen presentation.

The cast also includes James Vivian, Archie Duncan, Alexander Guage, Frederick Schrecker, Hugh Latimer, Bill Travers, John Penrose, Gwen Bacon, Maxwell Foster and Howard Lang.

Running time, 69 minutes. General audience classification.

Studio Plans

'Scope Picture Line-up Grows To 39 for '54

The growing line-up of CinemaScope production plans was capped this week by the announced CinemaScope projects of Columbia and Universal, bringing the total number of CinemaScope pictures already set for 1954 by Hollywood studios to an estimated 39.

The estimated total, culled from studio announcements over the past three months, is apt to change, growing larger or smaller depending on the long-run box-office fortunes of CinemaScope productions. The two current CinemaScope features, 20th Century-Fox's "The Robe" and "How to Marry a Millionaire," now in release, are cashing in at the box-office and may be the harbinger of good tidings for the future of the medium.

Twentieth Century-Fox's faith in the medium is shared, in varying degrees, by Warner Brothers, Metro-Goldwyn-Mayer, Walt Disney Productions, Universal and Columbia. Twentieth Century-Fox, which developed the medium commercially and which plans to produce only CinemaScope pictures, plans 16 features through 1954, in addition to CinemaScope short subjects. Warner Brothers has announced 16 CinemaScope productions, with "The Command," the first for the company, set to open here at the New York Paramount on Jan. 15. Metro-Goldwyn-Mayer, which has just completed its first CinemaScope picture, "Knights of the Round Table," also has "Rose Marie" slated for production in CinemaScope and "several others."

First Disney CinemaScope

"20,000 Leagues Under the Sea" will be Walt Disney's first CinemaScope feature production, in addition to CinemaScope Donald Duck short subjects and others. Universal has set "The Black Shield of Falworth" and "Sign of the Pagan" for CinemaScope treatment, while Columbia has slated "The Pleasure Is All Mine" in CinemaScope.

Allied Artists is planning to produce "The Black Prince" in CinemaScope.

Dallas Preparing for Variety Convention

DALLAS, Dec. 14.—Preparations for the annual convention of Variety Clubs International here on March 22-25 are moving into high gear, according to William McCraw, executive director. McCraw said that special trains would be made up in New York and would pick up delegations from other Variety Club tents along the way.

The Dallas tent No. 17 has opened an office in the Adolphus Hotel here for convention activities. McCraw is asking all tents to send in their registrations immediately so that accommodations can be arranged.

Carrier Rates

(Continued from page 1)

backing the move to prevent "excessive" rate increases. The five carriers are Film Transit Co., E. S. Johnson, L. C. Gross, Larry Tuccio and Leonard Albrecht.

In a petition addressed to the Interstate Commerce Commission and the Public Utilities Commission of Ohio, the theatre group asks that the proposed rate schedules be suspended pending a hearing by the PUCO. The petition also asks that the rate increases be investigated and the carriers required to justify the boosts.

Robert Wile, ITO of Ohio secretary, said that in the cases of Gross and Tuccio the changes will not amount to an increase in most cases. "In some instances the increase would be only $1 per week," Wile said. "In all fairness, we cannot dispute such small increases and will therefore not protest these particular carriers' new rates. However, rate sheets showing what each carrier should charge under the new rates will be sent to every ITOO member."

Wile asked Ohio theatremen served by Film Transit Co., E. S. Johnson and Leonard Albrecht to send him bills for four November weeks, if these weeks are typical. He said that drive-ins should send bills for four consecutive weeks of typical programs. The bills must be received by Dec. 25, Wile said, so that attorneys can use them for analysis in presenting the protest to the PUCO.

Jack Kirsch

(Continued from page 1)

chairman of the 23rd anniversary celebration.

In a letter to Kirsch from Myers, the general counsel said that "you have been awarded a testimonial for your splendid service to national Allied as president in 1946 and 1947 and for your outstanding showmanship and business ability in planning and staging the great 1952 national convention."

Hearing on Monday On Martina Action

BUFFALO, Dec. 14.— Arguments will be heard Monday in Federal Court here on a motion seeking dismissal of a $841,500 anti-trust suit against 14 distribution and exhibition corporations and three individuals. The motion to dismiss is being brought against a complaint by the Martina Theatre Corp. of Albion, which seeks treble damage judgment against the film corporations, charging they are acting in restraint of trade.

The Schine divestiture hearing, which has been postponed many times, is scheduled to be held two days later, on Wednesday, Dec. 23, before Federal Judge John Knight.

Warner Reduces His WB Stock Holdings

WASHINGTON, Dec. 14.— Jack L. Warner, vice-president and a director of Warner Brothers, in November decreased his holdings in the company by 3,700 shares of common stock through gifts, the Securities and Exchange Commission reported. This brings his direct holdings to 228,999 shares. Through a trust, Warner holds 12,750 common shares.

Income from Overseas

(Continued from page 1)

the Marshall plan, making it more difficult for foreign countries to have dollars available, and the lack of any large indebetedness due American film companies which might be paid off during 1954. Regarding the latter aspect, Johnston pointed out that this year $15,000,000 was realized from Brazil and $10,000,000 from Japan in payment of past debts. Johnston stated that although total revenues in 1954 may decrease, earnings, exclusive of past accounts, will probably increase as they have done for the past four to five years. Of the $200,000,000 in revenue this year, Johnston estimated that from $150,000,000 to $160,000,000 was received by the industry in cash, and the balance was used by the companies abroad in payment of expenses such as upkeep, promotion and exploitation, and the cost of prints. The banner current year revenues is from 10 to 15 per cent larger than the revenues realized in 1952, Johnston estimated.

Sees Tape 'Revolutionizing'

In his Town Hall address, titled "The Future of the Motion Picture," Johnston predicted that the magnetic tape method of taking and projecting motion pictures unveiled by RCA will "revolutionize" phases of the industry. The radical changes he foresaw would take place in the making and processing of theatrical films at the studio. He was more cautious in his approach whether the entire industry, including exhibition, would retool for the innovation demonstrated recently at Princeton, N. J. Johnston, who is also president of the Motion Picture Export Association, mentioned that studios, too, have been experimenting with the magnetic tape method.

Regarding new screen techniques, the MPAA president said that the public will decide which presentation it likes best, as it did when sound was first introduced, leading to the eventual adaptation of one basic sound system.

Calls Code 'Perfect'

He called the Production Code a recognition by the industry of its responsibilities to the public, terming it so "perfect" that it has been copied by the television industry in its attempt for self-regulation. In response to a question from the audience, Johnston said the number of "gangster" films produced in Hollywood is negligible compared to Hollywood's total output.

The MPAA president said he welcomed the importation of foreign films in the U. S. and pointed out that although foreign countries have all sorts of restrictions on the exhibition of American films abroad, the U. S. has no such limitations. He said he would like to see more British films playing in the U. S. The main stumbling block, he stated, is that many of the British films fail to win acceptance in the American market.

The MPEA president declined comment on the progress of negotiations with France, repeating, however, that the outlook is favorable. He also declined comment on the future status of Italian Films Export, explaining that its status will be a matter of negotiation next year. He said that he would probably return to the Middle East in February or March for two or three weeks as special Ambassador for President Eisenhower. Irving Maas, MPEA Asian director now aiding the U. S. government in setting up its film information division, will leave for Japan in January on MPEA business, Johnston said.

Status of RKO Grand Up at Chi. Hearing

CHICAGO, Dec. 14. — The RKO Grand, granted temporary exemption from the provisions of the Jackson Park decree by the U. S. Appeals Court pending review of a decision by Judge Igoe of Federal District Court which had freed the Grand from the decree, will be the subject of arguments to be heard in District Court here Wednesday as to whether the theatre should be permanently exempted from the two-week first-run limitation and other restrictive clauses of the decree or should be required to remain subject to the decree. The Appeals Court recently returned the case to Judge Igoe with instructions that further evidence be gathered in order to reach a final decision.

Plan Double Debut For 'The She-Wolf'

A dual New York premiere is being arranged by Jules Levey for the Italian-made feature, "The She-Wolf." The picture will be unveiled simultaneously in a Broadway theatre and in one of the city's "art" houses early in January. Levey acquired the American and Canadian distribution rights to the film when he was abroad last summer. It was produced by the Italian team of Ponti-de Laurentiis.

Brandt Sets Full Campaign Service

Leon Brandt, former advertising-publicity director of Eagle Lion and Lopert Films, and who was with United Artists and RKO Radio in exploitation posts, has completed establishment of a new type of independent advertising-publicity service organization for service to producers and distributors.

The new Brandt organization here, with associates in Los Angeles and Chicago, provides complete service in unit publicity, pre-release publicity, premiere and personal appearance activity, exploitation and advertising. It includes the services of an art director, copy and feature writers and others, in addition to full publicity and exploitation personnel. Its purpose is to provide complete campaign services, carried through step by step under single control, Brandt states.

A.A. Plans 4 Tests For 3-D 'Dragonfly'

Four test engagements early in 1954 for "Dragonfly Squadron" in 3-D are planned by Allied Artists. The engagements will be heavily supported by advertising and exploitation, according to current preparations made by Morey R. Goldstein, vice-president and general sales manager.

U.K. Tax Plan

(Continued from page 1)

200,000) on theatre admissions of two shillings or under, and an aggregate tax reduction of £3,000,000 ($8,400,000) on tickets priced above that amount.

In arriving at the agreement, producer representatives abandoned their proposal for a flat-rate reduction, and the suggestion of a preferential abatement of tax when the theatres' programs consist of British films was dropped by a section of the Cinematograph Exhibitors Association.

The joint committee now will prepare a report on the industry's financial position, supported by a general economic argument, to present to Chancellor Butler when an interview is granted.

Breakfigures Likely Issue

Meanwhile, the C.E.A. has given indications that the question of breakfigures may be raised as an issue within the tax abatement battle. It has for long maintained that breakfigures should not be set arbitrarily by distributors, as all but the Rank Organization do, but should be a matter for negotiation between buyer and seller. Failing agreement with the Kinematograph Renters Society on that point, the C.E.A. now has announced it will denounce the Eady agreement clause under which exhibitors agree not to endeavor to recover any part of their Eady contributions by reductions in film rental.

At its meeting last week, the K.R.S. agreed that there should be meetings with C.E.A. representatives "to deal with the break-figure dispute and allied questions."

Central Shipping

(Continued from page 1)

was more or less tabled until after the first of the year. Three companies were not represented at yesterday's sessions and three others sent alternates.

Feldman said that the committee would formulate an arbitration procedure and submit it to the distribution heads early next year. The Theatre Owners of America, at its November convention in Chicago, voted to initiate arbitration discussions and the resolution to that effect was forwarded to Eric A. Johnston, MPAA president. Johnston yesterday formally presented the resolution to the committee.

Binyon Writing New 20th-Fox Comedy

HOLLYWOOD, Dec. 14.—While awaiting the setting of a starting date by Darryl Zanuck for the filming of "A Woman's World, which he wrote and will direct for 20th Century-Fox, Claude Binyon has started writing an original story which may serve as the vehicle for his 1954 commitment at that lot. It is tentatively titled "The Pest."

Meadow Acquires Short

Noel Meadow has acquired U. S. distribution rights to "Sunday by the Sea," a two-reel subject which recently was awarded the Grand Prix for best short film shown at the Venice Film Festival. The picture reveals a typical day at a popular seaside resort patronized by London workers.

At U-I's 'Glenn Miller Story' Preview







AS one of the most important film productions to be made by U-I in recent years, "The Glenn Miller Story," in color by Technicolor, starring James Stewart and June Allyson last night received a unique invitational preview at the RKO 86th Street Theatre, New York. Although the picture is not scheduled to have its world premiere until Jan. 19 in Miami, almost 3,000 industry leaders, personalities of stage, screen, radio and television and trade press, newspaper and magazine representatives participated. Among those present at the event which saw the theatre closed to regular business for the evening, were (left to right) first photo: Fred Schwartz, Century Theatres head, and Mrs. Schwartz. Second photo: Sam Rosen, Warner-Fabian Theatres executive; Piper Laurie, U-I star; Charles J. Feldman, U-I vice-president and general sales manager, and Mrs. Feldman. Third photo: Mr. and Mrs. Ned E. Depinet and Budd Rogers, member of the U-I board of directors.

Supreme Court

(*Continued from page* 1)

sceing the film in advance of the arguments, and a similar request was filed by the distributor in the New York case. The court today agreed to view both films—"M" on Jan. 4, after the court finishes its official session for the day, and "La Ronde" on Jan. 5, after the daily court session.

The court took similar action once before when it agreed to look at "The Miracle" before hearing argument in that case.

Two hours of argument have been alloted to the Ohio case, which is to be argued first, and one hour set aside for the New York case. Court officials explained that it was felt that the New York case would present much the same problems as the Ohio case, and that a shorter time was therefore alloted to avoid too much duplication in arguments.

$34,225 Gross for 2 Warner Re-releases

Test engagement of Warner Brothers' reissue combination show of "Public Enemy," starring James Cagney, and "Little Caesar," starring Edward G. Robinson, is understood to have set a new house mark at the New York Holiday Theatre at the conclusion of its first week's run which ended last night to a "take" of $34,225. Despite rain yesterday, the Holiday is said to have drawn continuous box-office lines all day, with receipts of over $4,500.

Akron Frame Maker Offering 12 Sizes

AKRON, Dec. 14.— John Selby head of Selby Industries, Inc., having completed a study of wide-screen requirements, is now making available to theatre owners large screen frame in 12 basic sizes, each with its own ratio, height and other requirements. His company installed the screen frames for the Shea, Skirball and Modern circuits.

Midwest Exhibitors

(*Continued from page* 1)

Murphy, M-G-M actor, told of an experimental process that can magnetically record both picture and sound on a single film strip. The strip can be played back immediately for the judgment of directors and actors without the present necessity for developing and printing, he said.

New camera lenses increasing the vision range offered by CinemaScope were described by Myron Blank of Des Moines, chairman of the research committee of the Theatre Owners of America. He said CinemaScope has widened the camera's field of view from 45 to 60 degrees, and said that a new lens has been developed which will increase the range to 122 degrees.

Three-dimensional films printed on a single film strip and shown through a single projector will be shown in some theatres shortly, predicted Edward Lachman of New York, general sales manager for the Nord Process Company. Glasses will still be required for viewing such films, he said.

The convention and trade show will close Tuesday night with a banquet at which new officers will be installed.

Two Films Set on Queen's World Trip

LONDON, Dec. 14. — Both the J. Arthur Rank Organization and Associated British-Pathe are making special films of the Queen's round-the-world tour, which are expected to be ready for release early next year.

A. B.-Pathe will have three half-hour films in Eastman color. One covers the West Indies; one, Fiji and Tonga; the third, New Zealand. The first is scheduled for release Jan. 4, the others in February and March, respectively.

The Rank Organization, in collaboration with the New Zealand National Film Unit, will turn out a feature picture in Eastman color covering the events in Fiji, Tonga and New Zealand. It will be supervised by Castleton Knight and will be released at the end of February.

Sound Tests

(*Continued from page* 1)

the U. S. A. during the next month.

C. E. A. delegates conceded that CinemaScope represented a step forward in entertainment potential but that present costs are beyond the potential of most exhibitors here. The question was also raised of possible inter-changeability of the 20th-Fox and M-G-M systems. C. E. A.'s secretary was instructed to raise the point with 20th-Fox. Exhibitor feeling here tends to the necessity of an early pooling of all available ideas.

Meanwhile, the British Kinematograph Society, following a survey of more than half the country's theatres, concluded that, if a change in standards is desired, it would recommend a ratio of 1.65-to-one be adopted for the time being. It contended that this would require the smallest amount of height reduction in the fewest number of theatres—only six per cent of the theatres would be required to reduce their present height by approximately six per cent.

A check on equipment makers shows that G. B.-Kalee has 18 CinemaScope orders in hand from independents, and Western Electric has 20. Figures are not yet available from RCA. It is estimated that a total of 150 orders will have been placed by the end of March. Thereafter, equipment makers will have a monthly production potential of 100 installations.

Ohio ITO Ratifies Allied Resolutions

COLUMBUS, O., Dec. 14.—Five resolutions which were passed at the October national Allied convention have been ratified by the board of directors of the Independent Theatre Owners of Ohio. The resolutions concerned choice of screens for CinemaScope, standardization of sound reproducing equipment and of aspect ratios of 2-to-1, clearance dates for subsequent runs and condemnation of the "shabby treatment" accorded to Abram F. Myers, Allied general counsel, at the Senate Small Business Committee meetings.

List Buys More

(*Continued from page* 1)

List, in November bought 3,000 shares of common, making his holdings 13,000 shares. A. Louis Oresman, another RKO Theatres director and an associate of director David J. Greene, in November bought 5,956 shares, making his holdings 42,556 shares.

Hughes Has 246,500 Shares

As part of the sale of Howard Hughes' RKO Theatres stock to List, Hughes increased his RKO Pictures stock by 246,500 shares. Hughes, chairman of the RKO Pictures board of directors and principal stockholder, was said to have exchanged his theatre stock for the picture stock owned by List as part of the deal. Hughes' total holdings in the picture company was put at 1,262,120 shares.

'Ike' Is 'Sympathetic' To Tax Cut: Petrillo

WASHINGTON, Dec. 14.—American Federation of Musicians' president James C. Petrillo said he found President Eisenhower "very sympathetic" to his proposal for repeal of the Federal admission tax.

However, he emphasized that he got no definite commitments from Eisenhower on this proposal or on another proposal for the Federal government to pay subsidies to symphony orchestras in small cities.

Petrillo called at the White House to ask for government aid to combat widespread unemployment among musicians. He told the President the situation was due largely to television competition, and suggested the tax repeal and subsidy program as ways in which the Federal government could help.

After the conference, he told reporters the President was "very sympathetic" to both proposals but made no promises. He added that the President was "well versed" in both matters.

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Our Thanks—

—to the television and radio editors, critics and columnists of magazines and newspapers throughout the nation—for the *record number* of ballots filled in and returned, in *Motion Picture Daily's* "Critics' Poll" for *FAME* magazine.

Thanks also for—

—the constructive criticism pertaining to programs, performers and commercial presentations which accompanied the returned ballots—the greatest volume of such comment in the 18-year history of *Motion Picture Daily's* "Critics' Poll" for *FAME* magazine. (18th year for radio, 5th year for TV.)

Because of this record participation by the nation's best-qualified critics, there will be added to "*The Television and Radio Hall of Fame*" section of the forthcoming issue of *FAME* a "Critics' Comment" department—a voicing of constructive opinions in the interests of the industry.

The critics' ballots are now being tabulated. The results will be recorded in the uniquely ornate issue of *FAME*—the "Audit of Personalities," for distribution throughout the motion picture, TV and radio industries. The *FAME* Awards results also will be released for publication in magazines and newspapers throughout the nation—and the Awards will be presented on the TV and radio programs of the winners.

P.S. Another innovation in the forthcoming edition of FAME will be a separate stiff cover for "The Television and Radio Hall of Fame," so that the book can be quickly opened to that section for reference.

FAME IS A QUIGLEY QUALITY PUBLICATION

1270 Sixth Ave., New York City • Yucca-Vine Building, Hollywood

First National Film, New TV Firm, Buys Eagle Lion Studio

HOLLYWOOD, Dec. 14.—Transfer of the Eagle Lion studio to a syndicate of investors and television producers was completed here Saturday. For a consideration of $1,100,000, the plant passed into complete control of TV interests.

The studio was acquired from Chesapeake Industries, Inc., represented by William McMillen, Jr. The purchasing syndicate is headed by Edwin W. Pauley. The board of directors of the new corporation, to be known as First National Film Productions, includes, in addition to Pauley, Daniel F. Reeves, president of the Los Angeles Rams; Bertram Gamble, president of Gamble's Western Auto Supply, Minneapolis; Edward Matz, president of the Metal Moss Corp., Chicago; F. R. Long, Los Angeles independent oil operator; Fred Levy, Jr., Los Angeles financier and realtor, and Edward Conne, Los Angeles television, film and radio producer and one of the organizers of the World Broadcasting System and Radio Luxembourg.

Bernard Prockter, New York TV producer, will be executive producer in charge of production, while Conne will have charge of studio operations. Levy will be treasurer.

Chaplin Coast Studios Leased By Kling, of Chicago

CHICAGO, Oct. 14.—The Charles Chaplin studios in Hollywood have been acquired by Kling Studios of Chicago on a long-term lease basis, Robert Eirinberg, Kling president, disclosed here today. Assisting Eirinberg in the 10-day negotiations were Fred A. Niles, Kling vice-president and director of motion pictures and television, and Lee R. Blevins, vice-president in charge of West Coast operations.

The studios will be used to expand the company's production of films for television, industry, public relations, and sales training.

Sees 21 TV Stations In Canada in Year

OTTAWA, Dec. 14.—By the end of 1954, there will be at least 21 television stations in operation in Canada, seven of them owned by the Canadian Broadcasting Corp. and others privately operated, Ron Fraser, information director of CBC, stated here. With 21 stations in operation, about 75 per cent of the Canadian population will be served by television, he said.

Va. Censor Board Viewed 885 Films

RICHMOND, Dec. 14.—Virginia's division of motion picture censorship examined 885 films, ordered 87 eliminations in 23 of them and rejected five films in toto during the fiscal year ended June 30, it states in its annual report.

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THE 7:45-8:00 P. M. slot on Channel 2 has been a CBSongfest for a long time and will continue to feature the vocalisthenics of Perry Como (Mon.-Wed.-Fri. for Chesterfield cigs), Jane Froman (Thurs. for G.E.), and starting Tues., Feb. 2, Jo Stafford will sing in praise of Gold Seal's Glass Wax. . . . The Tues. and Thursday "Garry Moore Show" segs will be expanded to one full hour each starting next Tuesday with Peter Arnell's "I'll Buy That" moving into the 11:00-11:30 A.M. CBSlot. . . . Lovely Barbara Ann Scott, International Skate Champ, whose recent tome, "Skating for Beginners," has just been published by Alfred A. Knopf, Inc., will appear on the "Lucky Strike Hit Parade" Sat., Dec. 19, her pulsating skating to originate from the Rockefeller Plaza skating pond. . . . Aviation and TV biggies will be guests tomorrow at a dinner at the Belmont-Plaza Hotel in Gotham and preview of a documentary film, "We Saw It Happen," produced by United Aircraft Corp. The 58-minute documentary film, depicting the history of aviation from Kitty Hawk (50 years ago) to the present breaking of the sound barrier, will be made available free, as a public service, to TV stations. Calhoun Studios is the national distributor.

☆ ☆ ☆

Jan Murray's good-natured joshing of contestants, his breezy ad-libs and the hilarious "consequences" make for enjoyable TViewing Sundays of "Dollar a Second" Du Mont series, sponsored by Mogen David Wines, produced by Mike Dutton and directed by Frank Bunetta. Youthful Jan, with a wealth of experience acquired via nite clubs and the two best-known circuits (DeLuxe Theatres and Borscht), has found a natural habitat for his talents. . . . The Gross-Baer production, "The Tommy Henrich Show," seen locally TVia ABC, will be increased to a 40-station net coverage, starting January 22. . . . Seven years ago, a quartet just honorably discharged from the U.S. Coast Guard, did a guestint on "Fred Allen Show," thence to Arthur Godfrey's program and fame. The group is The Mariners. . . . Alex Drier, NBC's "Man on the Go," recently aired a sage observation. "Jet planes," he said, "have passed the speed of sound—and are fast approaching that of gossip." . . . ABC (TV and radio) making a strong pitch for local "class" listening audience with the round-the-clock skedding of George Hamilton Combs' news comments. A former Congressman, and with more than 14 years on the air, Combs ranks with the best as an analyst of current events.



Jan Murray

☆ ☆ ☆

The Thursday, Dec. 24, "Dragnet" episode with a Christmas theme, has been filmed in color and, subject to FCC approval, will be a colorcast with the millions of TViewers receiving the program in black & white. Should color reception be fairly plentiful Jack Webb hopes to re-schedule this particular episode during the Christmas week, 1954. . . . *Arthur Rosenbloom, formerly with Bernard Prockter Productions, and Ruth Cade have formed Marvo Productions and will produce several video packages based on short stories selected from various national magazines. . . . "Ma Perkins," CBSerial, starting its 21st consecutive year for the same sponsor, Procter & Gamble, with the original principals, Virginia Payneu, Charles Egelston and Murray Forbes, still doing their make-believe "hoping," "moping," "groping" and "soaping."*

☆ ☆ ☆

Audrey Totter, who scaled Hollywood heights via radio, where she was hailed as the "girl with a thousand voices," will make her telefilm debut in Ford Theatre's "Ever Since the Day," regionally NBCast during Christmas week. Richard ("The Kiss & Sword") Stack and Edward Arnold will co-star. . . . A contract from CPFL, London, Ontario, brings the total stations carrying Guild Films' "The Liberace Show" to 140. . . . Perry Como will head a talented roster of guest stars on "Stars on Parade," Wed., Dec. 23, over Du Mont, which includes June Valli, Fontaine Sisters and Helen & Howard. This sparkling musical series, which features Bobby Sherwood as emcee, Elliott Lawrence maestroking an all-servicemen ork, is produced by Roger Gerry and directed by Richard Eckler.

Hollywood Group to Aid Tornado Relief In Mississippi

Six Hollywood personalities are due in Jackson, Miss., tomorrow to make a tour of Mississippi theatres for the relief of victims of the recent Vicksburg tornado. Two units will play the state's larger cities as part of the support being given by the Hollywood Coordinating Committee.

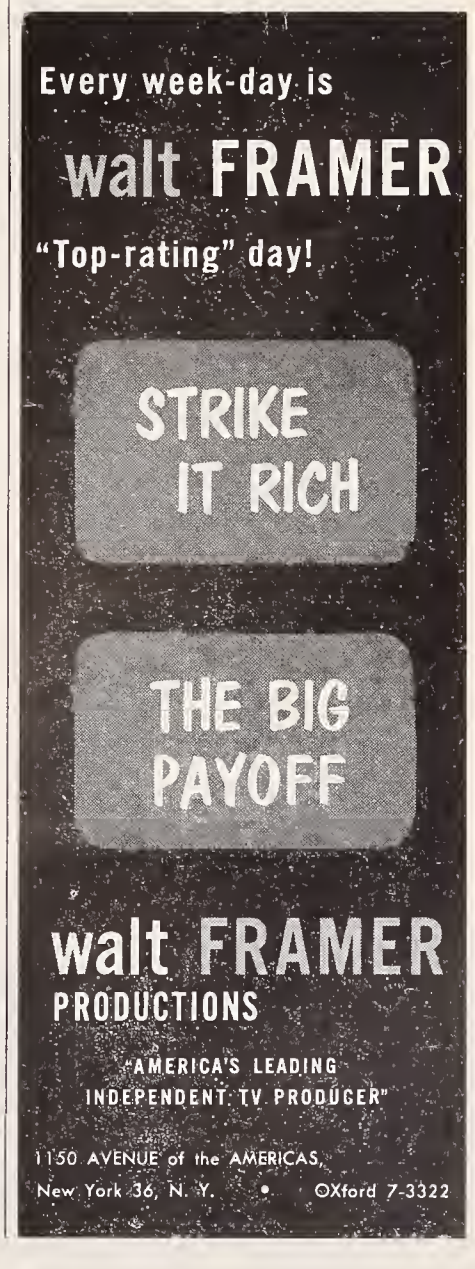
Julia Addams, co-star of "Mississippi Gambler," and Mr. and Mrs. William Demarest will comprise one unit. Another will be headed by Jerry Colonna, Mamie Van Doren, co-star of "All-American," and Marie Blanchard, U. S. winner of the "Miss Universe" contest, who is under contract to Universal.

The teams will appear in Meridian, Laurel, Hattiesburg, Gulfport, Biloxi, Greenwood, Greenville, Clarksdale and Columbus over a three-day period.

George White Forms New Personnel Firm

HOLLYWOOD, Dec. 14. — Sun Island Agency, an employment firm serving members of the entertainment industry, has been formed here by George White, for more than 25 years a film editor at the M-G-M studios.

The company will handle 38 different types of workers and artists in the fields of motion pictures, television and radio, and will also offer to producers original and unpublished stories.

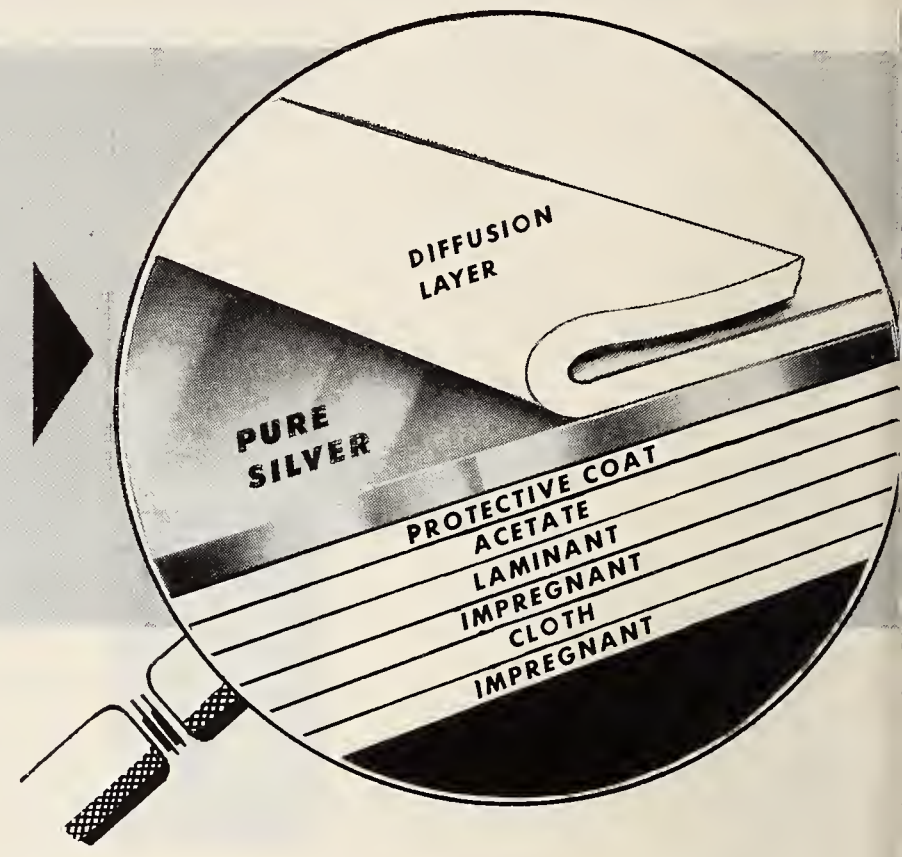


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Here is the "inside secret" of the amazing performance of Astrolite Screens which are being installed in theatres from coast to coast. The diagram above shows a greatly magnified view of the 8-layer sandwich construction of the Astrolite Screen with the top protective coating rolled back so that the pure silver layer is exposed. The choice to use silver was based upon careful tests which showed that metallic surfaces with silver had the capacity to reflect the highest proportion of light energy. As far as we know, Astrolite is the only screen which uses pure silver for its reflection base.

In addition, of course, Astrolite is the first and only screen surface that successfully utilizes the *one* optical pattern that permits "perfectly controlled light distribution." This pattern provides 6½ million perfect curved mirrors in every square yard of Astrolite surface. This means that *all* the reflected light can be aimed into the desired area in front of the screen. It also assures:

More Light Energy Return—Actual laboratory tests show Astrolite Screens give a light energy return of 91.5% against a maximum possible energy of about 93% for any reflective surface. Astrolite provides greater brightness for 2-D or 3-D projection than is available from any other existing projection surface. *That's why in most instances, no amperage boost is required when an Astrolite Screen is installed!*

More Uniform Light Distribution—Actual laboratory tests show Astrolite Screens control light reflection more effectively than any existing projection surface. This insures uniform illumination throughout the seating area of theatre—with no visible fall-off. *That means no dark corners, no empty seats, no dissatisfied patrons!*

More Brilliant, True-to-Life Color Rendition—Actual Spectro-photometer tests prove definitely that Astrolite Screens give the best color rendition of any theatre screen on the market today. Every color value throughout the visible range of the spectrum is reproduced precisely as it appears on the film. *This means beautiful, true-to-life color projection that thrills your customers!*

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Ritz Amusements, Inc., North Vernon, Ind.

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VOL. 74. NO. 115 NEW YORK, U. S. A., WEDNESDAY, DECEMBER 16, 1953 TEN CENTS

Progress Report

Justice Views On Practices To SSB Staff

Responses to Committee Queries Being Studied

WASHINGTON, Dec. 15.—The Justice Department's current views on film industry trade practices were given today to the staff of the Senate Small Business Committee for study.

The Department's view took the form of answers to a questionnaire sent by the committee early last month. There was no indication when the answers would be made public.

In a letter dated Nov. 3, Sen. Schoeppel (R., Kans.), chairman of a Small Business subcommittee which had studied industry trade problems, asked anti-trust chief Stanley N. Barnes for a progress report on subcommittee recommendations. Specifically, Schoeppel asked if the Department had determined whether the pre-release practice was price-fixing, if the Department wanted to reopen any

(*Continued on page* 4)

Nord in Deal With Polaroid

The Nord Corp. reports that in the development and installation of its new system of single-strip 3-D projection, it had been appointed an additional distributor of the new Polaroid line of 3-D viewers. Nord had previously announced a similar arrangement with Magic Viewer and will continue this association.

At the same time, Nord announced a "pay-as-you-go" plan which will permit exhibitors to acquire, without

(*Continued on page* 4)

Midwest Exhibitors Elect Lester Kropp

ST. LOUIS, Dec. 15.—Lester R. Kropp today was elected president of the Motion Picture Theatre Owners of St. Louis, Eastern Missouri and Southern Illinois on the closing day of the organization's two-day meeting. Kropp, who has been secretary of the organization for the past five years, succeeds Tom L. Bloomer. Other newly-elected officers include: Tom Edwards, chairman of the board;

(*Continued on page* 4)

Heavy Backlog of Technicolor Product

Eighty feature productions with color by Technicolor are currently in release. Some 97 features in Technicolor have been completed and are now in distributors' backlogs awaiting release.

There are 27 Technicolors now in production.

Fourteen of the 80 current releases are British; 18 of the 97 awaiting release are British, likewise 10 of the 27 now in production.

Compo's Dues 'Doing Well'

Because of the 25 per cent reduction in dues to the Council of Motion Picture Organizations, the collection reports from the field "naturally" are not as big as those of last year, but the canvassing campaign has been "going very well," Robert W. Coyne, COMPO special counsel, said here yesterday.

Coyne stated that he expected to have a complete report from the field in about two weeks. Exchange city chairmen began collecting the data submitted by film salesmen on Monday and this information will be forwarded to the COMPO New York headquarters as quickly as possible, Coyne said.

Although an insufficient number of reports have been recieved to make an accurate prediction of the final collection outcome, COMPO headquarters appeared to be satisfied with the data to date.

Andy Smith To USIA Post

WASHINGTON, Dec. 15.—Andrew W. Smith, Jr., for a long time a top industry executive, has been named chief of the government's overseas film program, it was announced today by Theodore C. Streibert, director of the U. S. Information Agency. Smith will head the agency's Motion Picture Service. He fills a vacancy left by the resignation some weeks ago of J. Cheever Cowdin.



Andrew W. Smith

Smith declared he "hopes to maintain the close cooperation of the entire film industry," according to a U. S. Information Agency release.

A veteran of more than 35 years

(*Continued on page* 4)

Fourteen B&K Units Getting CinemaScope

CHICAGO, Dec. 15.—Installation, now under way, of CinemaScope equipment in 14 Balaban and Katz theatres at a cost of half a million dollars, brought from B & K vice-president David B. Wallerstein, the following statement:

"Spyros Skouras, president of 20th Century-Fox, put the future of his entire organization in the balance when he converted the studio to Cine-

(*Continued on page* 4)

Joining Hands?

4 Amusement Groups Plan Tax Drives

Dance Halls, Legitimate, Outdoors Set Campaigns

Outdoor shows, dance halls and the legitimate theatre are preparing admission tax repeal campaigns, but whether the film industry will work hand-in-hand with the other amusement segments has not been determined.

Robert W. Coyne, special counsel for the Council of Motion Picture Organizations, has met with representatives of committes for outdoor shows, dance halls and legitimate theatres on over-all repeal matters, but Coyne indicated yesterday that the committees for the other branches would work separately.

It is apparent that a number of admission tax repeal measures will be introduced in the next Congress. Whether they will go into "one pot"

(*Continued on page* 4)

NTS to Offer Xpansa Lens

A new adjustable focal length lens, described as an attachment which offers multiple wide-screen sizes, will be marketed in the near future by National Theatre Supply.

Called the Xpansa Lens, it was reported to be developed by Merle Chamberlain, head of projection at the M-G-M Coast studio. Currently the lens was said to be in production at the Pacific Optical Co. plant in Los Angeles. Now in limited supply,

(*Continued on page* 4)

Zimmerman Joining New York Law Firm

William Zimmerman, who recently resigned from RKO Radio, has joined the law firm of Leon, Weill & Mahony, with offices in New York and in Washington, London, Basle, Switzerland, and an associated office in Paris. The firm represents a number of international companies. It is also active in motion picture matters. Harold Weill and V. L. Chalif of the

(*Continued on page* 4)

'Beneath the 12-Mile Reef'

[20th Century-Fox—CinemaScope] *Hollywood, Dec.* 15

THE THIRD CINEMASCOPE ATTRACTION to go into release proves two important things beyond question. It shows, in its pictorial superiority, that the 20th Century-Fox artisans have made tremendous strides in exploring photographic advantages of the process which well may be limitless. And it demonstrates, in its primary dependence upon the CinemaScope process itself, the unlimited confidence of the 20th Century-Fox executives whose frank declarations of technological supremacy it puts to practical test under four-square conditions. What happens to this picture, gross-wise, figures to prove fairly conclusively whether CinemaScope is simply a great process or a box-office star of first magnitude in its own right.

"Beneath the 12-Mile Reef" differs from its predecessors in several vital respects. It has a cast of principals that includes good names but no marquee giants—Robert Wagner, Terry Moore, Gilbert Roland, J. Carrol Naish, Richard Boone, Peter Graves—such as both of the others had. It has no best-seller background (being an original by A. I. Bezzerides), and no theme as big as religion or money, although

(*Continued on page* 4)

Personal Mention

HERB STEINBERG, Paramount Pictures publicity director, was in Washington yesterday from New York.

•

J. P. BYRNE, M-G-M Eastern sales manager, will arrive in Des Moines today from Omaha. HERMAN RIPPS, his assistant, left New York yesterday for Buffalo.

•

MYRON MANDEL, son of HARRY MANDEL, RKO Theatres national publicity manager, will be married Sunday at the Hotel Plaza here to NORMA JUDITH HAFT.

•

ABE OLMAN, general manager of Robbins Music Co., is in London from New York.

•

ARTHUR GOLDSMITH, RKO Radio city salesman in Cleveland, will spend the Christmas holidays in New York.

•

JOSEPH BELLFORT, RKO Radio general European manager, will arrive in New York today from Paris.

•

HELENE JENSEEN, of the NBC press department, became the mother of a boy at Flushing Hospital yesterday.

Columbia Declares Extra Dividend

An extra dividend of 25 cents in cash on Columbia Pictures common stock and voting trust certificates for common stock was declared at a board of directors meeting here yesterday. The dividend is payable on Jan. 19 to stockholders of record on Dec. 29.

There was also declared a two and one-half per cent stock dividend on the common stock and voting trust certificates for common stock, payable in common stock on Jan. 19 to stockholders of record on Dec. 29. Cash will be paid where fractional shares of common stock are due.

The company stated that its "generally high level of current business, due in good measure to the extraordinary grosses of 'From Here to Eternity,' was responsible for the board's action."

'Eternity' Praised

Meanwhile, on the New York Stock Exchange Columbia shares continued in heavy trading yesterday, the common maintaining its high price and the preferred stock advancing to a new high. The common closed at 19⅞, the same price as on Monday, while the preferred hit a record high for the year, closing at 69½, an advance of 1½.

House Probers to Meet

HOLLYWOOD, Dec. 15.—The House Un-American Activities Committee sub-committee will hold a brief one-day closed hearing here tomorrow. The only witnesses subpoenaed so far are television persons.

CinemaScope Issue Of 'Dynamo' Is Out

A 52-page special edition of 20th Century-Fox's "Dynamo," company house publication, has been prepared by editor Roger Ferri for distribution to theatres throughout the world. The issue is devoted entirely to CinemaScope and the plans of the company, as well as those of other companies, for the new process during 1954. Stills from current CinemaScope productions and an account of the events leading up to the introduction of the system are contained in the book, of which 35,000 copies have been printed.

'Sadie,' Minus Cuts, Set for Memphis Ban

MEMPHIS, Dec. 15.—Columbia Pictures in New York said today it had refused to cut a scene from its new Technicolor production, "Sadie Thompson" to which the Memphis and Shelby County board of censors objected, and it appeared that the film would not be shown in Memphis.

It had been booked and advertised already by the Malco Theatre.

Watson Davis, manager of the Malco, said Columbia's New York office, when informed that the Memphis censors wanted a scene deleted before approving it for Memphis showing, said, "We're through cutting our pictures for censors."

One Re-issue Banned

Several previous film versions of the story and play have played Memphis. When one of the "Rain" films was re-released recently, however, it was banned in Memphis although it played in Memphis years ago, and was shown at the Sunset Drive-in in West Memphis. Asked about the censor board's action on the new "Sadie Thompson," chairman Lloyd T. Binford said, "I didn't have anything to do with that. Avery Blakeney handled it. Blakeney is secretary of the board.

A spokesman for Columbia Pictures here said that a Memphis ban on "Sadie Thompson" will not be appealed in the courts.

Samuels to Dallas On 'Desert' Bows

The release of "Living Desert" in Texas and the Southwest area will be mapped in a series of meetings between Robert J. O'Donnell, vice-president of the Interstate Circuit, and Leo Samuels, general sales manager of Buena Vista Productions, a subsidiary of Walt Disney Productions. Samuels has left here for Dallas, where the conferences will take place.

Meanwhile, Charles Levy, Eastern publicity manager, is in Philadelphia for meetings with officials of Stanley Warner. In addition, field exploiteer Bob Dorfman has left for Cleveland to prepare for the opening there at the Lower Mall on Dec. 25.

Heavy 'Hondo' Dates Cited by Warners

HOLLYWOOD, Dec. 15.—"Hondo," 3-D WarnerColor production starring John Wayne, is doing hold-over business in every single pre-release engagement, it was reported by Warner Brothers. "Hondo" will go into national distribution around Jan. 1.

Now in its second week at the New York Paramount, "Hondo" has held over four weeks in Detroit and Birmingham, and for three weeks in Baltimore, Louisville, Philadelphia, Washington, Wilmington, Atlanta and Buffalo. Two-week hold-overs are recorded in Allentown, Boston, Cleveland, Pittsburgh, Memphis, Miami, New Orleans, Oklahoma City, Kansas City, Omaha, St. Louis and Fort Worth.

Called Tribute to 3-D

"The business recorded by 'Hondo'," Jack L. Warner, executive producer stated, "substantiates the faith we have maintained in 3-D."

Productions completed and soon to be released by Warner Brothers in 3-D include: "Phantom of the Rue Morgue," WarnerColor, based on Edgar Allen Poe's "The Murders in the Rue Morgue"; "Dial 'M' for Murder," WarnerColor, directed by Alfred Hitchcock, and "The Bounty Hunter," in WarnerColor.

RKO Radio Sets Deal For Russell Film

HOLLYWOOD, Dec. 15. — The third independent releasing deal which RKO Radio has closed in recent weeks was concluded here today by Howard Hughes and Frederick Brisson of Independent Artists Pictures. The acquired property is "The Girl Rush," which will star Rosalind Russell, and will be made in CinemaScope or some other wide-screen process. To be filmed in color by Technicolor, "The Girl Rush" will have a Western background and is described as "a multi-million dollar musical extravaganza." It will go into production next summer after the completion of Miss Russell's engagement in "Wonderful Town" in New York.

Previous independent deals were made recently for Benedict Bogeaus' "Desperate Men," starring John Payne and Lizabeth Scott, and W. Lee Wilder's "Killers from Space."

Two pictures currently are in work at the studio here. They are "The Big Rainbow" and "Susan Slept Here."

Report 'Conspiracy' Suit vs. Universal

A derivative stockholders suit against Universal Pictures has been brought by Mortimer Smolka, reportedly a stockholder, in New York Supreme Court, charging a "conspiracy" among Universal directors and other defendants, looking toward the control of Universal by Decca.

The relief sought in the action is an accounting of profits and damages, among other things.

M-G-M Acquires Its Sixth in Sydney

Acquisition by M-G-M of Australia of a sixth theatre in Sydney, bringing the total of the Australia circuit to 12 theatres, was reported by Morton A. Spring, vice-president of Loew's International. The addition is Metro Crow's Nest Theatre, formerly called the Sesqui.

Broidy, Clark Talk AA-ABP Program

Plans for the co-production of a program of pictures by Allied Artists and Associated British Pictures are being discussed here by Steve Broidy, AA president, and Robert Clark, production head of ABP, here from London.

Although current conferences are centered principally on the spring production of "The Black Prince" in England, Broidy said yesterday that the parleys included the joint production of further product.

'Prince' in CinemaScope

"The Black Prince" is slated tentatively for CinemaScope treatment and the process may be used in subsequent pictures, Broidy said.



COMPARE THE FARE AND YOU'LL GO BY AIR



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ONLY M-G-M DOES IT!

93,271,057 people read this column monthly in TOP national magazines!





The opening gun of M-G-M's 30th Anniversary Jubilee in January is the column on this page. We point with pride to this advertising service that M-G-M has given FREE to exhibitors, but at great cost to us, for 15 consecutive years, starting in 1939. No other company does it—and this is but one of our continuing assists to theatres. It is fitting that our Anniversary starts with M-G-M's First Great CinemaScope production, and as the column states: *"The Anniversary would be notable for KNIGHTS OF THE ROUND TABLE alone. But there are many big pictures ready to be played in this crowning anniversary year."*

PICTURE OF THE MONTH IN CINEMASCOPE

The year 1954 marks the 30th Anniversary of M-G-M pictures—the pictures in which an entertainment-loving public has found its greatest diversion for a generation. In talent polls, M-G-M attractions have won the majority of awards for the most popular pictures and stars.



The highlights of M-G-M during the past 30 years would fill many pages. Approximately 1200 films have been introduced by the roar of Leo the Lion. Space permits mention of just a few: "Gone With The Wind", "The Big Parade", "Ben-Hur", "Mrs. Miniver", "Random Harvest", "The Good Earth", "David Copperfield", "The Yearling", "Grand Hotel", "Goodbye, Mr. Chips", "An American In Paris", "Ivanhoe", "Quo Vadis", "Julius Caesar" and so many more of the all-time greats. Everyone will have pictures to add to this list.

It is fitting that this 30th year should usher in another spectacular production which will merit consideration in the list of the Ten Best Pictures Ever Made. It is M-G-M's First CinemaScope production "Knights Of The Round Table" in color magnificence which we told you about last month and which now wears the crown of a proven success.

"Knights Of The Round Table" has played as a holiday attraction in a few important cities, but now audiences from coast to coast will acclaim it wherever there is a theatre equipped for the new miracle of modern projection known as CinemaScope.

It is understandable that there has been considerable improvement in the technique of CinemaScope since it was launched last autumn. This is evident in M-G-M's lavish offering "Knights Of The Round Table".

Robert Taylor's exploits as Lancelot are even more exciting than his "Ivanhoe". Ava Gardner is the bewitching and sensitive Guinevere. And "perfect" is the word for Mel Ferrer's portrayal of King Arthur. They, and a cast of many thousands, have given us the great romance for which CinemaScope seems to have been born and destined.

The 30th Anniversary of M-G-M pictures would be notable for "Knights Of The Round Table" alone. But there are many big pictures ready to be played in this crowning anniversary year.

★ ★ ★

M-G-M presents in CinemaScope "KNIGHTS OF THE ROUND TABLE", In Color, starring ROBERT TAYLOR, AVA GARDNER and MEL FERRER with Anne Crawford and Stanley Baker. Screen play by Talbot Jennings, Jan Lustig and Noel Langley. Based on Sir Thomas Malory's "Le Morte d'Arthur". Directed by Richard Thorpe. Produced by Pandro S. Berman.

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Nord Deal

(Continued from page 1)

cash investment, the Nord projection equipment and accessories which, the company stated, make possible the showing of 3-D pictures by using only a single strip of standard 35mm. film. Although specific details of the plan have not yet been disclosed, Nord officials revealed that exhibitors will be able to obtain the equipment without cost by purchasing a reasonable amount of Polaroid glasses.

"The Nord single-strip 3-D system eliminates the necessity of coupling projectors, insures absolute synchronization of the left and right eye images, and can be installed without changing the position of the projectors in the booth," said the company. The system was described as "3-D projection at 2-D cost and with 2-D simplicity of operation."

Columbia Pictures has already announced that its 3-D product will be made available in the Nord system of single-strip projection, "and further announcements concerning other major films to be released in this form are expected shortly," said Nord.

Tax Drives

(Continued from page 1)

is a matter still to be determined, Coyne said. He added that a bill introduced by one amusement group may be unsatisfactory to the film industry.

It is reported that Representative Mason is willing to again introduce the repeal measure which was known as the Mason Bill during the first campaign this year to eliminate the tax.

Meanwhile, COMPO's state tax committees are continuing to contact Senators and Congressmen for their pledges to again support the tax repeal. While COMPO is withholding statistics, it is reported that the indications of support are encouraging.

B&K-CinemaScope

(Continued from page 1)

maScope production. Reception of 'The Robe' and 'How to Marry a Millionaire' have amply proven the validity of his faith. We, as exhibitors, feel the same confidence in CinemaScope as Mr. Skouras and are willing to do as much in its behalf on the exhibition front."

The 14 theatres selected for CinemaScope installations are the Chicago in the Loop, and the outlying Marbro, Uptown, Varsity, Tivoli, Southtown, Harding, Granada, Gateway, Regal, Belpark, State, Berwyn, La Grange.

'Beneath the 12-Mile Reef'

(Continued from page 1)

using a little of each in the telling of a story about sponge fishing. It is not, as has been charged to each of the others, a package that might have been a great grosser in any other presentable dimensions, automatically. It is, save in the wide sweep and sheer beauty CinemaScope gives it, an interesting pictorial narrative about fishing folk who live picturesque and sometimes perilous lives. CinemaScope makes it a big movie.

The story concerns, in the large, two family groups engaged in the sponge-fishing business off the Florida coast. One group, calling itself the Greeks, gets its sponges by diving for them, in diving suits, and detaching them from the ocean bed by hand. The other group, calling itself the Conchs, and referred to also as English, harvests its sponges by means of long poles with hooks attached. The Greeks work the beds off Tarpon Springs, and the Conchs work the waters around Key West, and when the former invade the latter's territory unbidden, there is trouble. The romantic triangle that narrows the narrative down to personal terms has Miss Moore as a Conch maiden sought in marriage by Peter Graves, also a Conch, but won by Wagner, a Greek.

The semi-tropic terrain, the marine setting, underwater as well as above, are photographed wonderfully well in harmonious color in Technicolor by Edward Cronjager, the only cinematographer whose use of natural lighting has matched Royal Gregg's post-storm scenes in "Shane." It can be said without reservation that the 102 minutes of this production are worth the money for eye pleasure alone.

There are several incidents of violence, notably a beating administered to Wagner by Graves, which give the story tension. A diver's fight with an octopus is convincingly depicted, and a sub-sea fight between Wagner and Graves (their second) which ends in the former saving the latter from drowning, is effectively handled.

Gilbert Roland's brilliant performance, which keynotes the production until his death somewhere near mid-picture, is the one the people will remember and talk about—maybe enough to roll up powerful word-of-mouth publicity.

Robert Bassler produced the picture with his always admirable attention to proportion and dramatic appropriateness. Robert D. Webb directed.

Running time, 102 minutes. General audience classification. December release.

WILLIAM R. WEAVER

Andy Smith

(Continued from page 1)

in the industry, Smith was most recently—from 1942 until 1951—vice-president and general manager in charge of distribution for 20th Century-Fox. From 1940 to 1942 he served as general sales manager for RKO Pictures and from 1938 to 1940 in the same job for United Artists.

Streibert also officially announced that Motion Picture Association of America president Eric Johnston had agreed to loan the government the services of Irving A. Maas to act as a consultant for the agency. Streibert said Cecil B. DeMille would continue to serve as chief consultant for the U. S. Information Agency.

Wisconsin Exhibitors Cautious on Media

MILWAUKEE, Dec. 15.—Some 40 exhibitors attended a zone meeting of Allied of Wisconsin at Prairie du Sac. On the agenda was a discussion of media. All seemed in favor of wide-screen with the rank and file taking a watchful-waiting outlook on installation of other equipment.

Xpansa Lens

(Continued from page 1)

mass production reportedly will get underway in 30 to 60 days.

The Xpansa Lens, which was said not to be adaptable for CinemaScope, is understood to offer a convenient means of reducing the focal length of projection so that a larger picture can be flashed on the screen. As described by a source close to its development, it is attached to the present projection lens and by sliding it back and forth, the desired picture size on the screen can be procured. The Xpansa Lens, it was added, cannot be utilized to change the aspect ratio, which is governed by the aperture plates. But in a fixed aspect ratio, it was stated, the Xpansa Lens is said to offer a multiple of screen sizes.

SSB Staff Studies

(Continued from page 1)

of the consent judgments, if the subcommittee hearings had disclosed any decree violations, the number of complaints in recent months and other matters.

The Department's answer was received late last month by Schoeppel, but turned over to the staff for study only today on his return from Kansas.

Wm. Zimmerman

(Continued from page 1)

firm served on the board of directors of United Artists for years.

Zimmerman had been connected as counsel and executive with the RKO companies for almost 20 years. In 1952 he served as general counsel, vice-president and a director of RKO Radio Pictures, and general counsel and vice-president of RKO Pictures Corp.



Midwest Meet

(Continued from page 1)

Thomas James, vice-president; Joseph C. Ansell, treasurer, and L. J. Williams, secretary.

A plea for greater harmony and cooperation in the industry was made by Walter Reade, Jr., president of the Theatre Owners of America, at his banquet address. Reade proposed that sales heads of the distribution companies be contacted and asked to meet with TOA groups on regular scheduled occasions to exchange viewpoints, tell results of research, reveal new fields of exploration and better ways of doing business. He called upon distributing companies to let owners know what their plans are.

Levy Praises Association

Herman Levy, TOA general counsel, said that membership in exhibitor associations affords an important type of insurance. It gives him a measure of protection against predatory sales practices and allows him to fight adverse, discriminatory, and unjust legislation, said Levy.

Other speakers on the program included Alfred Starr, chairman of the board and immediate past president of the TOA; Leo Hayob and George Murphy, actor.

Correspondents to Sponsor 'Lives' Show

WASHINGTON, Dec. 15.—The White House Correspondents Association will serve as hosts for a special Washington invitational showing on Feb. 3 of the reissue of Samuel Goldwyn's "The Best Years of Our Lives."

This was announced by association president Robert J. Donovan, correspondent for the New York "Herald Tribune." The showing will be at Keith's Theatre. Goldwyn has said the film is being reissued at the request of the General Federation of Women's Clubs and other civic organizations because of its timeliness in connection with the return to civilian life of Korean War veterans.

TEDA Members Are Joining SMPTE

Most of the members of the Theatre Equipment Dealers Association are now members of the Society of Motion Picture and Television Engineers, according to a report by Ray Gallo, chairman of the membership and subscription committee of the SMPTE, and equipment advertising manager of Quigley Publications. The movement of TEDA members toward SMPTE, said Gallo, was accelerated following the recent trade show of the Theatre Owners of America and the Theatre Equipment-Supply Manufacturers Association.

Allied Artists Names Agent for Australia

T. B. Walcot, for the past 20 years branch manager for RKO Radio in New South Wales, has been named Allied Artists special representative in Australia by Norton V. Ritchey, president of Monogram International Corp. Walcot will take over immediately.

Through a recently concluded agreement, Allied Artists product in Australia is distributed through United Artists.

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Six-Month Stay

Suspension of Jackson Park Decree Asked

Expect June 14 Hearing To Set Booking Pattern

CHICAGO, Dec. 16. — Attorney Thomas C. McConnell created a stir today at the hearing of the RKO Grand Theatre's petition to be exempted from the provisions of the Jackson Park decree. McConnell, representing the Jackson Park, said he needed more time to prepare his arguments and suggested a three-month suspension of the decree's provisions affecting downtown theatres inasmuch as he also would not be ready by Jan. 25, the date set for hearing of the Balaban and Katz motion for ex-

(*Continued on page 6*)

Steve Edwards Heads MPAA Ad Group

Steve Edwards, director of advertising and publicity for Republic Pictures, was named chairman of the Motion Picture Association of America's advertising and publicity directors committee at a meeting held yesterday at the association's New York office. The term is for six months, standard tenure for rotating post.



Steve Edwards

Edwards succeeds Rodney Bush, exploitation manager of 20th Century-Fox, who, yesterday was accorded a unanimous vote of thanks for his services as committee chairman since last April.

Outlook Dim for TV Industry Series

The on-again-off-again American Broadcasting television show designed to promote the motion picture industry appeared as distant as ever yesterday following a meeting of Motion Picture Association of America's

(*Continued on page 6*)

Variety Tents Elect New Officers and Crewmen

It's election time again for additional Variety Clubs, with new chief barkers being ushered in by the various tents throughout the country along with other new officers and crewmen.

In Omaha, J. Robert Hoff, theatre equipment executive, has been elected chief barker of the tent. Max Rosenblatt was elected first assistant chief barker; Iz Weiner, second assistant; Iz Sokoloff, dough guy, and William Barker, property master. New crewmen are William Miskell, Fred Fejfar, Pat Halloran, Don Hammond, Virgil Sharpe and Joe Jacobs.

Rodney Collier, manager of the Stanley Theatre, was elected chief barker of Baltimore's Tent No. 19. I. K. Makover and Pete Prince were named first and second assistant chief barkers, respectively; Sol Goodman, property master, and Aaron Seidler, dough guy. The new board of governors consists of Bernard Seaman, Irwin Cohen, Nate Klein, Fred Sapperstein, Myer Rendelman and Bob Rappaport.

Cincinnati's Tent No. 3 has Edward

(*Continued on page 6*)

20th-Fox Unveils Its '12-Mile Reef,' 3rd In CinemaScope

(*Photos on Page 6*)

Ushering in the Christmas season in New York, 20th Century-Fox's "Beneath the 12-Mile Reef," the third CinemaScope production was given its world premiere last night at the Roxy Theatre before more than 5,000 invited guests.

A formal high-fashion opening, with stars of Hollywood, the stage and television joining with industry leaders and persons from the civic, political and social worlds, the premiere activities were seen by thousands jamming the 50th Street and Seventh

(*Continued on page 6*)

Says Tape-Film Will Up, Not Lower Costs

By AL STEEN

A serious misconception of the alleged advantages of magnetic tape for sight and sound recording, insofar as motion pictures are concerned, is confusing many segments of the industry, in the opinion of authorities close to

(*Continued on page 3*)

Legitimate Stage To Map Tax Drive

Initial steps to map legitimate theatres' campaign against the 20 per cent Federal admission tax will be taken at a meeting here today.

The meeting, called by James F. Riley, executive director of Legitimate Theatres of New York, will take place at the Hotel Astor. Attending

(*Continued on page 6*)

'The Eddie Cantor Story'

[*Warner Brothers*]

Hollywood, Dec. 16

PRODUCER SIDNEY SKOLSKY of the epochal "Jolson Story" and director Alfred E. Green of the same land-marking attraction—first film in which a living actor supplied his own voice via sound-track to another actor impersonating him in the story of his own life—have performed in that same relationship the same services in behalf of perpetuating similarly the career of the late Al Jolson's most directly comparable contemporary. And they have brought forth a directly comparable picture, with Eddie Cantor singing 20 of his great songs in the course of the telling of his 40-odd years in show business, and with such other all-time greats as Florenz Ziegfeld, Will Rogers and Jimmy Durante weaving in and out of the story as it touches their lives and times. Additionally, and warmingly, Cantor himself and his good wife Ida appear momentarily, as themselves and as onlookers, at the beginning and end of the picture. All in all, it is an expertly wrought film record of a great entertainer's finely lived and happily continuing career.

The story, scripted by Jerome Waldman, Ted Sherdeman and Skolsky,

(*Continued on page 3*)

63c Per Share

$1,575,000 Net For 6 Months, WB Reports

Reorganization Limits Figures to Half Year

A net profit of $1,575,000 for the six months ended Aug. 31 was reported here yesterday by Warner Brothers Pictures in its annual report to stockholders. It is explained in the report that on Feb. 28, pursuant to the amended plan of reorganization, the production and distribution assets and liabilities of Warner Brothers Pictures, Inc. (1923), since dissolved, together with all other assets and liabilities not related to the domestic exhibition of pictures, were transferred to the new company.

Net earnings for the previous

(*Continued on page 3*)

10 Productions Up At WB Sales Meet

A two-day sales meeting of Warner Brothers district managers will get under way today at the company's home office with Ben Kalmenson, vice-president in charge of distribution, presiding. Ten productions will be discussed.



Ben Kalmenson

Productions to be discussed include "Hondo," 3-D, WarnerColor, starring John Wayne and Geraldine Page in a Wayne-Fellows production; "His Majesty O'Keefe," color by Technicolor, starring Burt Lancaster and Joan

(*Continued on page 3*)

Sharp Drop in Film Company Dividends

WASHINGTON, Dec. 16 — Publicly reported cash dividend payments of film companies in the first 11 months of 1953 ran almost one-fourth behind 1952 totals, the Commerce Department reports.

It said film companies in the

(*Continued on page 3*)

Personal Mention

A. A. WARD, Altec Service Corp. vice-president, and E. Z. WALTERS, comptroller, have returned to the West Coast from New York.

•

CARL SCHAEFER, of Warner Brothers' publicity department in Hollywood, has been elected president of the Foreign Trade Association of Los Angeles.

•

BOYCE NEMEC, executive secretary of the Society of Motion Picture and Television Engineers became a father yesterday when MRS. NEMEC gave birth to a boy.

•

RAY POLLACK, Schine Theatres booker for the Albany territory, has returned to duty following hospitalization resulting from an automobile accident in Gloversville.

•

LOUIS ASTOR, Columbia Pictures sales executive, will leave San Francisco today on a six-week tour of exchanges.

•

PILADE LEVI, Paramount's general manager in Italy, will leave New York by plane today for Paris, en route to Rome.

•

WILLIAM BLOWITZ, advertising-publicity director of Santana Productions, returned to the Coast from New York last night.

•

EFFIE ENGEL, formerly assistant manager of Loew's Kings Theatre in Brooklyn, has been promoted to the post of manager at Loew's Kameo.

Tornado Relief Tour Opened by Film Stars

NEW ORLEANS, Dec. 16. — William Demarest and Mrs. Demarest, Jerry Colonna and Julia Adams flew here from Hollywood last night enroute to Jackson, Miss., today, where they will open a three-day tour of Mississippi theatres to raise funds for the victims of the Vicksburg tornado. Joining them this morning at Moisant Airport was Joy Windsor.

Henry G. Plitt, vice-president of Paramount Gulf Theatres, sponsors of the relief fund, said the troupe will split into two units to tour Greenwood, Greenville, Clarksdale, Columbia, Meridian, Laurel, Hattiesburg, Gulfport and Biloxi. The three-day fund drive, Plitt said, has been endorsed by the Mississippi Theatre Owners Association, of which A. L. Royal is president.

QP Party Tonight

The Quigley Publishing Company's employe's Christmas party will be held at The Tavern on the Green this evening. Jack Lasher, manager of the United Nations restaurant, Manny Wolf's Chop House, and The Tavern on the Green, and Harry Anastasia of the circulation department of Quigley Publishing, arranged the details.

French Agency Here Seen in New Pact

U. S. film companies would underwrite the possible establishment here of an agency to promote French films in the American market under a broad, tentative agreement with the French government, it was learned here yesterday.

The agreement, subject to clarification of details, was said to have been signed by Eric Johnston, president of the Motion Picture Association of America, during his last visit abroad. The details on which apparent hitches have developed are currently being negotiated in Paris by Jacques Flaud, director general of the Centre National de la Cinematographie, and Ted Smith, Paris MPEA representative. The situation, which remains unclarified, may result in Johnston returning to the French capital shortly.

Will Not Enter Distribution

Under the tentative two-year pact, the so-called subsidy provision is tied to past disputes, with American companies agreeing to turn over to the French government 150,000,000 francs in settlement. This sum, it was stated, is expected to be used by the French to set up an organization similar to Italian Films Export, which would promote French films in the U. S. It is understood provisions guard against the projected French agency to entering the field of distribution.

The settlement was said to clear up the issue of 300,000,000 francs held in a reserve fund, belonging to American film companies, and disputes involving past permits.

110 Permits per Year

Under the tentative agreement, 110 permits would be issued per year, similar to the past pact. In addition, it was stated, there is some possibility of more permits for special bonus films, festival films, co-production pictures, and similar product. The remittances in the projected pact have been increased from $120,000 monthly to $200,000.

Chesapeake Suit to Trial in March

An order putting the $15,000,000 Chesapeake Industries anti-trust suit at the head of the New York Federal Court calendar for trial in March, was signed here yesterday by Judge John C. Knox.

The suit was brought against Loew's and RKO Theatres by Chesapeake, as the owner of the now-dissolved Eagle Lion-Classics, charging ELC had been denied access to the New York market because of an alleged product split by Loew's and RKO Theatres. It was said that this arrangement prevented any opening of the market here to ELC.

Italian Union Elects

The National Film Producers Union of Italy has elected as president Gofredo Lombardo, head of Titanus Films, according to word received here by Italian Films Export. Giulio Manenti was chosen vice-president.

RKO Houses Closing To Prepare for 'Robe'

RKO theatres in neighborhoods throughout Greater New York and Westchester, will be closed all day Thursday, Dec. 24, to prepare for showings of "The Robe" which start on Christmas morning.

To make certain "The Robe" is presented in RKO theatres exactly as it was on Broadway in CinemaScope and with stereophonic sound, projection and sound technicians will spend the entire day in each theatre to complete the installation of equipment, and in testing, checking and rehearsals, reports William W. Howard, vice-president in charge of the circuit's operation.

C. A. McGeary, 53, RKO Radio Veteran

Clarence A. McGeary, assistant to the manager of the Western sales approval department at RKO Radio, and an employee of the company since its formation, died Monday following a brief illness. He was 53 years old.

McGeary joined Pathe Pictures in 1926, and became an employee of RKO a few years later when Pathe was absorbed by the company. He is survived by his widow, Mary, seven children—Joseph, Elizabeth, Gerard, James, Robert, Claire and Joan, three sisters and one brother. The funeral will be held Saturday morning from the Richmond Routh Funeral Home, Jersey City, followed by Mass at St. Patrick's Church in that city.

Double Opera Bill For Cinema Verdi

The world premiere of the filmed double operatic bill of Verdi's "La Traviata" and Mascagni's "Cavalleria Rusticana" will be held Dec. 26 at the Cinema Verdi here. Both operas have been filmed for the first time in color, it was said. Under the direction of Giuseppe Bamboschek, the singers featured include Mario Del Monaco and Frank Valentino, of the Metropolitan Opera, and Rina Telli, Richard Torigi, Lucia Evangelista and Giulio Gari.

Ettinger D.C. Office Under Frank Luther

The Ettinger Co., publicity-public relations firm, has opened a Washington office under the direction of Frank W. Luther, Capital public relations counsel, whose association with the Ettinger office became effective this week. The Ettinger Co. also has offices in London and Paris.

Show Train to the Hall

A special New Haven Railroad "show train" tomorrow will bring more than 750 New Englanders to New York to witness the Christmas show at Radio City Music Hall. The train also will carry three Music Hall Rockettes in costume to add to the festive atmosphere of the occasion.

Expect OK for Films Of President's Press Confabs in Capital

WASHINGTON, Dec. 16.—In a precedent-setting move looking toward the eventual filming and televising of Presidential press conferences, the White House released a recording of President Eisenhower's press conference today for use by the nation's radio and television networks. Press Secretary James C. Hagerty called it a "first step" in expanding the coverage of Presidential press conferences.

Had Been Promised Earlier

Broadcasting officials indicated the recording would probably get wide use, most likely against a background of stock film shots of the President.

Soon after the inauguration, White House officials said they hoped eventually to permit filming and televising of press conferences. The release of the recording is the first step in that direction.

Katz Resigns Post As Roxy Director

David T. Katz, executive director of the Roxy Theatre, has resigned his post with National Theatres, after 20 years with the Broadway showplace, it was disclosed here yesterday.

Katz, who joined the Roxy in 1933, was associated with Howard S. Cullman, then receiver, as an executive of the theatre staff. In 1947, he was appointed managing director, and concerned himself with theatre operation, labor relations and stage show production. Later, he was named executive director by 20th Century-Fox, succeeding A. J. Balaban. Following a Florida vacation, his future plans will be disclosed.

Meanwhile, Dick Dickson, National Theatres executive, will continue to make his headquarters at the Roxy as personal representative of Charles P. Skouras, NT president. No successor to Katz has been named.

Krim, UA Officials Appeal Suit Order

United Artists president Arthur Krim and other UA officials yesterday filed an appeal against an order subjecting them to an examination in the $200,000 suit filed by Eagle Lion Studios involving two pictures, "Man from Texas" and "Lost Honeymoon."

The appeal was filed in the Appellate Division on the order of the New York Supreme Court. The suit charges that Eagle Lion-Classics and UA, failed to exploit the two films properly.

Andre Fontaine Now Editor of 'Bluebook'

Andre Fontaine, formerly associate editor of "Collier's Magazine" and for the past five years a free-lance writer for various publications, has been named editor of "Bluebook Magazine" by Phillips Wyman, publisher. Fontaine succeeds Maxwell Hamilton, who recently resigned. "Bluebook Magazine" is a publication of the McCall Corp.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor, Hollywood 7-2145. Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR 2-2843 Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London WI; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; Motion Picture and Television Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

National Pre-Selling

"'HONDO' is 3-D's Best," reports "Life's" current issue. "'Hondo' is what is known to the trade as an 'offbeat Western. This implies that there is a moral or psychological meaning underlying the gunplay, beautiful scenery and Indian ambuscade inevitable in the usual 'oater.'"

Three pages of photographs taken during the filming of action scenes illustrate the review of "Hondo."

•

Among the pictures reviewed and recommended in "Woman's Home Companion's" December issue are "The Robe," "Decameron Nights," "The Living Desert' and "The Joe Louis Story.

An ad on "Kiss Me, Kate" appears on the table of contents page.

•

A large four-color photograph of Lieutenant Keeper, one of the central characters in "Caine Mutiny," appeared on Louella Parsons' Hollywood page in "Pictorial Review's" Dec 14 issue. Keeper is played by Fred MacMurray.

•

Many beautifully colored photographs taken on the production sets of "Prince Valiant" and "Knights of the Round Table" appear in "Look's" current issue. In reviewing these pictures "Look" says: "These two new Technicolor productions set in the turbulent times of King Arthur's Court have, in the broad screen of CinemaScope, truly heroic room for the knights to swing their swords and woo their fair ladies."

In the same issue there is a striking full page ad on "Miss Sadie Thompson," a half page ad in two colors on "Walking My Baby Back Home" and a quarter-page ad on "Knights of the Round Table," on the table of contents page.

•

"Miss Sadie Thompson," Columbia; "Here Come the Girls," Paramount; "Walking My Baby Back Home," U-I, and "Knights of the Round Table," M-G-M, will be represented by ads in the January issue of "Seventeen."

•

"Calamity Jane," "Botany Bay," "Walking My Baby Home" and "Kiss Me, Kate" are reviewed and recommended in the January issue of "Photoplay."

•

A full color photograph taken on the production set of RKO Radio's "French Line," spotlighting the picture's stars, Jane Russell and Gilbert Roland, appeared in the Dec. 13 issue of "American Weekly." Accompanying the photograph is a biographical sketch of Roland.

•

Two pages are devoted to reviews and production photographs in the December issue of "Redbook." Some of the pictures reviewed are "The Captain's Paradise," "The Big Heat," "Forever Female," "Mogambo" and "Little Fugitive."

•

"Cosmopolitan Movie Citations" for December are:

"Easy to Love," best production; Janet Leigh and Donald O'Connor, most promising performances; "Botany Bay," best adventure; "The Eddie Cantor Story," best drama.

WALTER HAAS

'The Eddie Cantor Story'

(*Continued from page* 1)

opens with Eddie, a lad of 13, making his first public appearance as impromptu singer at an election rally, a disastrous incident, and moves next to his successful appearance at an amateur show where he finds out for sure what he wants his life work to be. The script takes him then on tour with Gus Edwards, back home to marry his childhood sweetheart, and on through his repeated successes in Ziegfeld shows and on the radio, before and after crashing with Wall Street in '29, and down through World War II, stopping just short of his entry into television.

There are many musical numbers, staged and directed by LeRoy Prinz, which are spectacularly handsome in well-judged color by Technicolor. And the musical direction by Ray Heindorf, using arrangements by Frank Comstock and Gus Levene, does full justice to melodies and rhythms fondly familiar to everybody's ears.

Aline MacMahon's portrayal of Cantor's grandmother is the outstanding characterization among many, although Will Rogers, Jr., is, of course, Will Rogers, Sr., to the life, and Jackie Barnett as the young Durante is excellent enough to suggest that somebody'd better sign him up quickly now and do the "Jimmie Durante Story" with him.

Keefe Brasselle plays Cantor and Marilyn Erskine is Ida. These were tough assignments to tackle, with Eddie and Ida still so very present and accounted for, but Eddie had full approval right over the casting, and if he okayed Brasselle for the role, it would seem the rest of us haven't much qualification for quibbling about it.

Running time, 120 minutes. General audience classification. Release date, Dec. 25.

WILLIAM R. WEAVER

Magnetic Tape

(*Continued from page* 1)

the subject. The statement made in Oklahoma City last week by R. J. O'Donnell, vice-president and general manager of the Texas Interstate circuit, to the effect that magnetic tape would save the industry $165,000,000 a year drew critical comment here.

Among those who not only challenged the estimated savings but pointed out that projection from tape would increase costs and require just as much manpower as is needed today was Harry Jones, a pioneer in the field of sound recording, a former associate of Dr. Lee DeForest and a former technical expert for RCA.

O'Donnell told the convention of the Theatre Owners of Oklahoma that the utilization of electronically-recorded tape would mean that transportation costs "practically would be eliminated since the tape will be compact and light enough to go parcel post."

A 10-reel feature of 35mm. film today is approximately 10,000 linear feet in length and weighs about 60 pounds, Jones pointed out. A magnetic tape version of a 10-reel feature, because of its projection speed of 30 feet a second and one-half the width of present film, would be 158,400 feet in length or 30 miles. Despite the fact that the thickness of photographic film is three times that of tape, it is estimated that a 10-reel feature on tape would weigh more than 300 pounds.

Sees Personnel Unchanged

Instead of decreasing exchange personnel, as O'Donnell indicated, Jones said that the adoption of magnetic tape for theatre use in its present development would mean the need for just as many employes and possibly more, because of the additional poundage.

The predictions that tape projection may be possible within two or three years, as stated by O'Donnell, is out of line with possibilities, some observers believe. In fact, RCA spokesmen have indicated that the method would be ready for TV kinescope recording in about two years, for reproducing from a negative in another two years and for projector use in an additional five to 10 years. It is admitted, however, that experiments on improvements may shorten the time.

Warner Sales Meet

(*Continued from page* 1)

Rice; "The Eddie Cantor Story," Technicolor musical starring Keefe Brasselle and Marilyn Erskine; "The Command," the company's first CinemaScope production, in WarnerColor, starring Guy Madison; "The Boy from Oklahoma," Technicolor, starring Will Rogers, Jr. and Nancy Olson; "Crime Wave," starring Sterling Hayden, Gene Nelson and Phyllis Kirk; "Duffy of San Quentin," produced by Berman Swarttz and Walter Doniger, starring Louis Hayward, Paul Kelly, Joanne Dru and Maureen O'Sullivan; "Phantom of the Rue Morgue," 3-D, WarnerColor, starring Karl Malden, Claude Dauphin, Patricia Medina and Steve Forrest; "Riding Shotgun," WarnerColor, starring Randolph Scott, and "Lucky Me," CinemaScope, WarnerColor, starring Doris Day and Robert Cummings.

All Sections Represented

District managers attending the meeting include Norman J. Ayers, Eastern; William G. Mansell, Central; Robert H. Dunbar, Midwest; Art W. Anderson, North Prairie; Hall Walsh, South Prairie; W. O. Williamson, Jr., Southeast; Ed Williamson, Southwest; Henry M. Herbel, West Coast; Haskell M. Masters, Canada, and Robert Smeltzer, with headquarters in Washington. Ben Abner, New York Metropolitan branch manager, will also attend.

Home office executives present will include Albert Warner, vice-president; Samuel Schneider, vice-president; Roy Haines, Western division sales manager; Jules Lapidus, Eastern and Canadian division sales manager; John F. Kirby, Southern division; Norman H. Moray, short subjects sales manager; Ed Hinchy, head of the playdate department; Bernard R. Goodman, supervisor of exchanges, and Robert A. McGuire, auditor of exchanges.

Nancy Myers at SMPTE

Nancy Myers has taken over as secretary of the membership committee of the Society of Motion Picture and Television Engineers. She now is preparing direct-mail material for a membership drive.

WB Earnings

(*Continued from page* 1)

six months, ended Feb. 28, were $1,333,000, for a combined net of $2,908,000. This compared with a net of $7,085,000 for the year ended Aug. 31, 1952, which, however, included Warner theatres which since then have been acquired by Stanley Warner through the Si Fabian-Sam Rosen interests.

Income from film rentals, sales, etc., for the six months ended last Aug. 31 totalled $34,282,000; for the six months ended Feb. 28, income from the same sources amounted to $32,097,000, for a combined total of $66,379,000. Income from these sources for the year ended Aug. 31, 1952, was $69,062,000.

Provision for Federal income taxes during the six months ended Aug. 31 amounted to $2,100,000; for the previous six months, $1,784,000, for a combined total of $3,884,000, compared with $7,050,000 for the year ended Aug. 31, 1952.

Per share earnings for the six months covered by the report were 63 cents, with dividends paid per share amounting to 60 cents.

Net May Be Lower

The report states that the operating results of the company for the quarter ending Nov. 28, were not yet available, but from information on hand, gross domestic and foreign film receipts will be lower than those of the old company for the corresponding period last year, resulting in lower net profits.

The report shows that cash on hand on Aug. 31 amounted to $9,805,486 and on Feb. 28, $6,828,417. Total current assets, including inventories of released, unreleased and in-production pictures, accounts receivable, advances to outside producers, story properties and materials, totalled $48,542,799 on Aug. 31 and $44,861,021 on Feb. 28.

The stockholders were informed that seven pictures are being prepared in CinemaScope and that one has been completed, "The Command."

Company Dividends

(*Continued from page* 1)

January-November period this year reported cash dividend payments totaling $16,519,000, compared to $21,509,000 in the same 1952 period.

November payments were put at $1,018,000, compared to $104,000 last November. Commerce officials explained that Warner Brothers this November paid a dividend which last year was paid in October.

Bamberger Lecturer At AMPA Tonight

Leon Bamberger, RKO Pictures sales promotion manager, will be the lecturer this evening at the sixth session of the showmanship school conducted by the Associated Motion Picture Advertisers at the Hotel Astor. He will discuss the industry's community relations. The session will start at 6:15 P.M.

Kelly to Europe

Arthur W. Kelly will fly to Europe on Monday for conferences with Charles Chaplin in Switzerland. Kelly is Chaplin's representative here.



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"You can depend on Paramoun

Booked for hundreds of holiday engagements . . .



HERE COME THE GIRLS







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BOB HOPE · TONY MARTIN
ARLENE DAHL · ROSEMARY CLOONEY
Color by Technicolor

Ask any of the showmen who are playing it New Year's Eve . . .



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MONEY FROM HOME

starring

DEAN MARTIN · JERRY LEWIS
in 3-D · Color by Technicolor



One woman, four men, deep in the wild headhunter country . . .



JIVARO



starring

FERNANDO LAMAS · RHONDA FLEMING
in 3-D · Color by Technicolor

first in a steady
of ample produc
all backed by g
selling techniq

EW YEAR
OS TERRIFIC!

rause

in 1954 as you did in 1953!"

The top drama to come from Korea.
This is the war as it was lived . . .

HAL WALLIS'

CEASE FIRE!





Produced and photographed
realistically on the
battlefields of Korea
in 3-D



Hot for next "Oscar" awards! Watch
first openings soon . . .



FOREVER FEMALE





starring
GINGER ROGERS · WILLIAM HOLDEN
PAUL DOUGLAS · PAT CROWLEY



The wonderful American musical
that's great as the 48! . . .



RED GARTERS

starring
ROSEMARY CLOONEY · JACK CARSON
GUY MITCHELL · PAT CROWLEY · GENE BARRY
CASS DALEY · Color by Technicolor

hese are the
ear-long flow
all great—and
at Paramount
s.

—AND PARAMOUNT NEWS AND SHORTS WILL MAKE BUSINESS SOAR THRU '54!

'Reef' in CinemaScope Premiere at Roxy







THE third CinemaScope production, 20th Century-Fox's "Beneath the 12-Mile Reef," starring Robert Wagner, Terry Moore and Gilbert Roland, was world premiered last night at the Roxy Theatre, New York. Attending the auspicious bow of the color by Technicolor adventure drama were a galaxy of stars from every branch of the entertainment world, plus industry leaders and magazine, Metropolitan and trade press guests and others. Pictured above arriving at the theatre are: (left to right) first photo: George Skouras, president of the United Artists Theatres Circuit, and Mrs. Skouras. Center photo: J. Myer Schine, president of the Schine Circuit; Mrs. Schine and Charles Einfeld, vice-president of 20th Century-Fox. Third photo: W. C. Gehring, executive assistant general sales manager of 20th Century-Fox, and Mrs. Gehring.

20th Unveils

(*Continued from page* 1)

Avenue area and by many more at home watching on television.

Guests of honor invited to the premiere were 20th Century-Fox stars Robert Wagner and Terry Moore, topcast in the color in Technicolor production, and celebrities Aldo Ray, Roberta Peters, Arthur Murray, Herb Shriner, Cornelius Vanderbilt Whitney, Gloria DeHaven, Sherman Billingsley, Bennett Cerf, Jessica Dragonette, Henry R. Luce, Maggi McNellis, Ed Sullivan, Fred Waring, Billy Rose, Arlene Francis, Ben Grauer, Eleanor Holm Rose, James A. Farley, Barry Gray, Bert Lahr, Michael Todd, Ed and Pegeen Fitzgerald, Earl Wilson, Paul Stewart, and Dave Garroway.

Dorothy Kilgallen and Dick Kohlmar, stationed on a platform erected outside the Roxy's entrance, interviewed arriving notables in a 30-minute telecast over ABC-TV's Channel No. 7, while inside the theatre, Bob Haymes, of CBS radio, and the Armed Forces Radio Service, taped proceedings for broadcast domestically and abroad later this week.

"Vesuvius Express," 20th Century-Fox's first short subject in CinemaScope, also made its debut with the unveiling of "12-Mile Reef." The film is the first of a series to be made in the process by Otto Lang, who heads the new company's CinemaScope short subjects department.

Hugh McGuire Promoted

Hugh McGuire, Paramount salesman in New Haven, has been promoted to sales manager of the Philadelphia office.



Stage Tax Drive

(*Continued from page* 1)

will be representatives of other theatre organizations, in addition to officials from Actors Equity. A spokesman for Equity said that his organization would offer a motion to combine the drive with the film industry, if motion picture interests are so inclined. However, Robert W. Coyne, special counsel for the Council of Motion Picture Organizations, indicated on Tuesday that COMPO may not join other entertainment industry branches. A bill introduced by one amusement group may be unsatisfactory to the film industry, he explained.

Had Opposed Mason Bill

During the last tax drive, legitimate theatre organizations opposed the Mason Bill on the grounds that it confined the tax relief to motion picture theatres.

NTFC Holiday Party And Election Today

The Christmas party of the National Television Film Council will take place here today at a luncheon-meeting at the Warwick Hotel. The occasion will also mark the announcement of the election of officers and members of the board of directors for 1954. Outgoing officers are: President, Arche Mayers, Unity Television Corp.; vice-president, Sally Perle, Harry Lawrence Associates; secretary, William Van Praag, Van Praag Productions; treasurer, Waldo Mayo, Mayo Videofilm Productions.

Shupert Is Elected President of RTES

George T. Shupert has been elected president of the Radio and Television Executives Society by that organization's board of governors. Shupert, who is vice-president of the American Broadcasting division of AB-PT, in charge of film syndication, will fill the unexpired term of James M. Gaines, who resigned as president of RTES when he accepted the position of vice-president and general manager of Southland Industries, Inc., of San Antonio.

Variety Tents

(*Continued from page* 1)

C. Salzberg, manager of the Screen Classics branch, as its new chief barker. Phil Fox was named first assistant chief barker and Harry Hartman was elected second assistant. Ruben Shor was elected dough guy and Saul M. Greenberg was reelected property man for the 18th consecutive year. Herman Hunt, retiring chief barker, was named international canvasman.

In Milwaukee, Tent No. 14 has elected and installed Ben Marcus as its chief barker. Other officers are John Schuyler and Jack Lorentz, first and second assistants, respectively; Ed Johnson is property manager, and Harold Pearson, dough guy. Eddy Weisfeldt was named chairman of the public relations committee and Sam Kaufman was appointed chairman of the tent's Heart Committee.

M. H. Brandon, Sr., president of the Film Transit Co., has been reelected chief barker of the Memphis tent. Ben Bluestein is the new first assistant and Gill Brandon second assistant. Jack Sawyer of the Malco Circuit was elected dough guy and Paramount's Howard Nicholson property master.

Vickers Named in Charlotte

In Charlotte, John Vickers was elected chief barker of Tent No. 24, succeeding Robert Alander. Other new officers are H. F. Kincey, first assistant; Frank Beddingfield, second assistant; J. Francis White, dough guy, and Bob Simril, property master, the latter a reelection. New crewmen are J. E. Holston, Cy Dillon, William White, Bob Saunders, Jack Webb and Earl Mulwee.

Albany's tent will elect officers on Saturday. Meanwhile, the tent has elected the following crewmen; Harry Alexander, Gordon Bugie, Frank Carroll, Norman Jackster, Sylvan Leff, Jules Perlmutter, Joseph Saperstein, George Schenck, Lewis A. Sumberg, Sidney Urbach and Aaron Winig.

Jackson Park

(*Continued from page* 1)

emption of their first-run theatres from the decree.

Edward Raftery and George Siegel, representing the Grand, agreed to the suspension if the period would be extended to six months. B & K counsel Alfred Teton concurred, but also asked relaxation of the one-week limitation on subsequent runs in theatres covered by the decree. When McConnell balked at this request Judge Igoe informed Teton that petitions for extended neighborhood runs could be filed at such time as the Jackson Park defendants felt it was necessary.

Suspension of the decree in effect eliminates the two-week limit on first runs in all four B & K Loop houses, of which only the State Lake has been holding pictures for extended showings.

The situation undoubtedly will be watched very carefully by Judge Igoe and McConnell to ascertain whether relaxation of the decree cuts off the flow of pictures from the Loop to the Jackson Park and other outlying theatres, and the hearing on June 14 at the end of the sixth-month period could very well determine future pattern of buying and booking in Chicago.

The suspension order is scheduled to be entered formally on Friday.

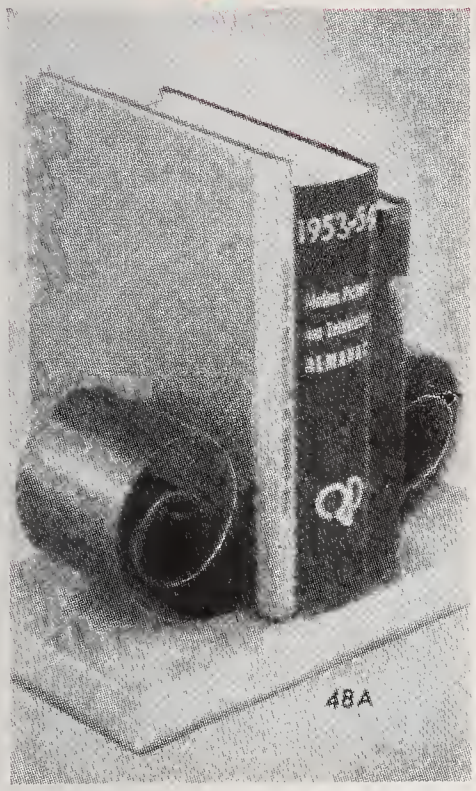
TV Industry Series

(*Continued from page* 1)

committee of advertising and publicity directors.

Advertising and publicity directors attending, it was learned, took a dim view of AB's recommendation that it be allowed on studio lots to film footage of stars performing for the TV series, tentatively titled "Hollywood Parade." The recommendation of AB, a division of American Broadcasting-Paramount Theatres, was considered impractical. Despite the pessimistic sentiment voiced, it was learned that there are indications that AB will revise its recommendations.

with a bow to Gimbels . . .



As shown in Gimbel's catalog

WE happened to notice, when glancing through Gimbel's illustrated Christmas catalog, that Motion Picture and Television ALMANAC is shown in a pair of handsome book-ends — apparently intended to suggest those book-ends as a gift to owners of the ALMANAC.

Conversely, this suggests that to owners of handsome book-ends (or to accompany a gift of book-ends) sending the ALMANAC would be a most appropriate idea—one which most certainly would be highly appreciated by anybody in or connected with the motion picture or television industries.

But (we can almost hear you thinking) he may already be an ALMANAC subscriber! And that is indeed not unlikely, which may also be the case with anything else especially appropriate that you might select. So here's a simple way to solve the problem:

Authorize us to send him Motion Picture and Television ALMANAC in your name; we'll gift-wrap it and enclose a greeting card from you; we will also enclose a notice advising him that if he already has the ALMANAC he can simply re-mail the gift, in its shipping carton, ***to us***—and we will automatically enter his name for a subscription to the 1954-55 Edition.

You can't go wrong: If he does not have the ALMANAC, he will be delighted with that handsome and uniquely useful gift; or, if he already has the current edition, he will assuredly want the 1954-55 edition (and will appreciate your thoughtfulness all over again when it comes to him during next year with another reminder card that it was a gift from you). Nothing else he can receive is like the ALMANAC. He will find *this* gift to be worth many times what it cost you—in continuous practical usefulness.

Price $5 per copy, including postage and gift-packing.

Quigley Publications
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On the understanding set forth in the advertisement from which this coupon is clipped, please send gift/gifts of Motion Picture and Television ALMANAC in my/our name TO:

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(For more than one gift, please attach list of names and addresses)

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with ALDO RAY

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FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 74. NO. 117 NEW YORK, U. S. A., FRIDAY, DECEMBER 18, 1953 TEN CENTS

Interim Adapter

Theatres Plan Conversion of Stereo Sound

See Project Applicable For Smaller Situations

A plan to convert stereophonic sound to conventional sound through the use of special theatre equipment is under consideration here among exhibitors, it was learned yesterday.

The plan, designed for smaller situations, is aimed at what one exhibitor described as "the interim situation," when film companies will release their wide-screen productions in both conventional and stereophonic sound. Rather than wait for the film companies to deliver such prints with conventional sound, a step which will take

(*Continued on page 3*)

Altec Sales Drive Winners Announced

Awards to winners in Altec Service Corp.'s "ServiScope" sales drive will be made at the company's New York headquarters here on Monday. The presentations will be made by L. D. Netter, Jr., general sales manager, and Marty Wolf, assistant sales chief.



L. D. Netter, Jr.

The drive, which ended Dec. 5, was the most successful in the company's history, according to Netter, and was participated in by all Altec divisions. Final tabulations produced a record-breaking

(*Continued on page 3*)

Stage Theatres in Tax Drive Sessions

The first of a series of executive meetings of organizations of the legitimate theatre to discuss strategy for a Federal admissions tax repeal or reduction campaign to be waged during the next session of Congress was held at the Astor Hotel here yesterday.

Officials were noncommittal following the meeting, stating that other

(*Continued on page 3*)

Einfeld Describes Complete C'Scope Theatre Program

A complete CinemaScope program for theatres, consisting of a newsreel clip and a "suitable number of short subjects in CinemaScope" will be offered with each new 20th Century-Fox CinemaScope feature film, Charles Einfeld, vice-president of the company, told members of the trade press yesterday at the company's home office theatre.

Before showing the press the first full CinemaScope program being offered to exhibitors, Einfeld explained that 20th-Fox felt the "program around CinemaScope" ought to be designed to impress upon the audience that it was getting something "newer and bigger" in the way of entertainment. To this end, he said, it was preparing a full program of varied CinemaScope shorts as well as the newsreel clips.

These clips, to be inserted at the end of newsreels preceeding a CinemaScope feature film, discuss the

(*Continued on page 6*)

$5,000 for 'Scope Lenses in Italy

ROME, Dec. 17. — Anamorphic lenses will be leased to Italian producers of CinemaScope pictures at a cost of $5,000 per picture, according to an agreement between Fox Film, Italian subsidiary of 20th Century-Fox, and Anica, the Italian film industry association. The leasing is more than 50 per cent higher, bringing the cost to about $12,000, if the picture is an international co-production deal, it was stated.

According to the Anica statement, no royalty or indemnity must be paid in addition to the leasing prices. Applications must be made to Anica, it was stated. However, owing to the

(*Continued on page 6*)

Commercial TV in U.K. Still an Issue

LONDON, Dec. 17.—The opposition in the House of Commons continued to agitate behind the scenes today for an all-party conference to be held before the government's plan for commercial television is implemented.

The plan was approved by Commons yesterday by a vote of 302 to 280, despite brisk opposition.

Censor-Free Video Made an Issue in High Court Case

WASHINGTON, Dec. 17.—Film censorship in New York keeps "La Ronde" from being shown in theatres, even though it could be shown on television, the Supreme Court was told today.

The statement came in a brief filed by Mrs. Florence Perlow Shientag, counsel for Commercial Pictures Corp., distributors of the film. The Supreme Court has agreed to hear argument on Jan. 6 or 7 on the distributors's appeal from a New York court decision upholding the decision of New York state censors to ban

(*Continued on page 6*)

Rapid TV Growth Cited by Goldsmith

There are 28,000,000 television sets in operation in the United States today, Dr. A. N. Goldsmith, consultant for RCA, said here yesterday at the year-end luncheon meeting of the National Television Film Council. Doctor Goldsmith revealed that 326 stations currently were telecasting, of which

(*Continued on page 6*)

Urge Theatre Support for March of Dimes in 1954

A request for exhibitor support in the 1954 "year of decision" polio drive was issued here yesterday by officials of The National Foundation for Infantile Paralysis at a luncheon at Club 21.

Exhibitors, who were thanked for past cooperation, were asked to show the new March of Dimes musical trailer, starring Howard Keel, during the period of Jan. 22 to 30. However, the polio drive officials said they were not seeking theatre collections for next year's drive, the goal of which is a minimum of $75,000.000.

The strides in fighting the disease were pointed out by Basil O'Connor, Foundation president, and the industry was urged to get into the act in 1954, the year which may mark the greatest step forward. Referring to theatre collections of the past, it was pointed out that the first year, some 12 years ago, theatres raised $200,000, while in 1946 the amount rose to a record

(*Continued on page 3*)

Now on the Air

FCC Final OK To Compatible Color-Video

CBS and NBC Lead Nets In Race to Start Service

WASHINGTON, Dec. 17.—The Federal Communications Commission today made final its approval of the new compatible color television system urged by most of the television industry through the National Television System Committee. The commission decreed that the new standards would go into effect 30 days after the FCC order is published in the Federal Register early next week.

However, in New York, CBS and NBC raced to start color telecasting immediately. Both had color telecasts on the air shortly after six tonight, and said they planned to color-telecast their regular shows on a rotating basis from now on.

Both the commission and industry officials cautioned that the widespread introduction of color broadcasting and color sets would come slowly. Dr. W. R. G. Baker, chairman of the NTSC and of the television committee

(*Continued on page 6*)

Plan Quick Action on Central Shipping

Plans to push the industry's central shipping depot project as rapidly as possible will be undertaken by the general sales managers committee of the Motion Picture Association of America at a meeting of the group next week.

Charles Feldman, committee chairman, said here yesterday that he was having difficulty rounding up the full committee for the sessions because of the holidays but that he hoped to get

(*Continued on page 3*)

Bamberger Stresses Community Contact

The value of community relations was stressed here last night by Leon Bamberger, sales promotion manager of RKO Radio, in his lecture before the Showmanship School of the Associated Motion Picture Advertisers in the Hotel Astor. In substance, Bamberger's address was the same as

(*Continued on page 3*)

Personal Mention

ARTHUR B. KRIM, United Artists president, is scheduled to return here from an extended European visit immediately after Jan. 1.

•

EDWARD L. HYMAN, vice-president of American Broadcasting-Paramount Theatres, and BERNARD LEVY, his assistant, will return here over the weekend from Buffalo and Rochester.

•

HARRY GOLDSTEIN, Allied Artists Eastern publicity manager, will leave Boston today for New York following treatment at Massachusetts Memorial Hospital for an eye infection.

•

J. RAYMOND FRIEDGEN, California distributor, and his associate, Y. S. CHEN, are leaving Los Angeles by air for Japan, Manila and Hong Kong.

•

ED SMITH, for many years Syracuse representative for the Buffalo exchange of RKO Radio, is retiring and will leave shortly for Florida.

•

F. C. HENRY, Paramount's Far Eastern division manager, will leave here by train on Tuesday for the Coast, en route to Manila.

•

JAMES E. PERKINS, Paramount managing director in Great Britain and Eire, will leave here by plane on Sunday for Hollywood.

•

MRS. HAL HORNE has been named chairman of the National Women's Division of the United Jewish Appeal for 1954.

•

MAURICE BERGMAN, Universal Pictures executive, is scheduled to return here from the Coast today by plane.

•

AUBREY SCHENCK, producer, and HOWARD KOCH, writer, left Hollywood last night by plane for New York.

•

SPYROS S. SKOURAS of Skouras Theatres, was in Chicago yesterday from New York.

Stephen Slesinger Dies in Hollywood

HOLLYWOOD, Dec. 17.—Stephen Slesinger, 53, producer and distributor of film shorts, died today in the Cedars of Lebanon Hospital following a gastric hemorrhage. He was the founder and owner of Stephen Slesinger, Inc., and Hawley Publications, both of New York, and of Stephen Slesinger, Inc., here. His companies produced cartoons, comedies and western films.

William Nelson, 73

BUFFALO, Dec. 17. — William Nelson, 73, engineer of the Paramount Theatre, is dead here. His son, Robert, assistant engineer, will assume his late father's position.

Dismiss Birn Suit Against Warners

HOLLYWOOD, Dec. 17.—Federal Judge William C. Mathes today dismissed the multi-million dollar suit filed Dec. 15, 1948, against Harry M. and Jack L. Warner, and Milton Sperling, by Edward S. Birn, stockholder in Warner Brothers Pictures, Inc., on the charge that Warners had conspired to enrich Sperling through his United States Pictures, Inc., to the detriment of Warner Brothers stockholders.

The plaintiff, now deceased, and represented by administrator Charles E. Smith, had alleged additionally that Warners had violated their fiduciary duties as company directors.

Charges that the Sherman-Clayton Act had been violated were stricken from the complaint some time ago.

Judge Mathes today ruled that no Federal jurisdiction now exists.

Teaser Campaign Is Set for 'Act of Love'

National advertising for Anatole Litvak's "Act of Love" will be highlighted by a teaser campaign in 30 key cities, it was announced by Francis M. Winikus, national director of advertising, publicity and exploitation for United Artists, and Ted Loeff and Myer P. Beck, for the producer.

An aggregate of 64 weeks of teaser space, with an approximate expenditure of $25,000, has been scheduled for the film, it was stated.

Leading off the campaign is current advertising in Los Angeles on the pre-release world premiere at the Rialto and Ritz Theatres there on Christmas Eve. National distribution of "Act of Love" teaser ads probably will be late in February, with the picture itself being tentatively scheduled for March release.

Dual L. A. Premiere For 'Act of Love'

"Act of Love," originally scheduled to open at the Ritz Theatre in Los Angeles on Christmas Eve, will have a dual premiere that night in that city, opening simultaneously at the Ritz and Rialto. It is a Benagoss Productions film, released by United Artists.

Music Hall Slates Extra Holiday Shows

The Radio City Music Hall here has slated extra performances of its Christmas screen and holiday stage show for four days of the Christmas week beginning Dec. 26. Doors on Saturday will open at 8:00 A.M. and on the three week days at 7:45 A.M. In addition to "Easy to Love," the Hall is featuring its traditional Christmas stage show.

Carbon Co. Meeting Held

CHICAGO, Dec. 17.—The National Carbon Company's first convention and sales meeting, other than regional conclaves, in three years will wind up tomorrow at the Edgewater Beach Hotel. Over 400 representatives from all over the country are attending the conclave.

Licensing Deal for Chromatic Tube

A licensing agreement to produce the 21-inch and larger Lawrence TV color tubes has been signed by Thomas Electronics, Inc., of Passaic, N. J., and Chromatic Television Laboratories, developers of the tricolor tube which is owned partially by Paramount Pictures.

The announcement was made jointly by Richard Hodgson, president of Chromatic, and Thomas L. Clinton, president of the independent picture tube firm.

In commenting on the agreement, Hodgson said, "this is a major step towards bringing to the public color television on the large screen it has become used to having in black-and-white."

Monaco Re-elected President of IFE

ROME, Dec. 17. — Eitel Monaco, president of Anica, Italian Association of Film Industries, has been reelected president of the Italian Film Export, the company for the promotion of Italian films in the U. S. Dr. Renato Gualino was confirmed as managing director.

New members of the IFE board of directors include Comm. Italo Gemini, honorary president of AGIS, the Italian association of exhibitors, and Comm. Carlo Civallero, head of Cines, a government producing enterprise.

Fine $15,000 for 'Reef' Opening Here

"Twelve Mile Reef" opened with a $15,000 gross yesterday at the Roxy here, estimated on the basis of business before box office closing.

The Roxy management, expressing more than satisfaction with the estimated gross, said the second CinemaScope picture to play the house may hit close to $100,000 the first week. However, factors such as the current cold wave and the pre-Christmas season may may bite into the estimated first week gross.

'Sodom, Gomorrah' Slated For Filming

"The Last Days of Sodom and Gomorrah" is scheduled for production in Europe and the Near East by C. I. Productions of the United States and Titanus Studios of Rome. With Robert Siodmak directing, the film will be a joint production venture of the two companies.

C. I. Productions was formed last year by Dr. Paul Ilton and du Maresq Clavell, former British producer. Ilton wrote the original story based on the Biblical account of the two cities.

Funeral for Mrs. Prado

WOBURN, Mass., Dec. 17.—Funeral services were held here at St. Charles Roman Catholic Church for Mrs. Margaret Wall Prado, 51, sister of Edward J. Wall, Paramount Pictures director of advertising and publicity in the Albany and Buffalo territories. She is also survived by her husband and two daughters.

Mel Gold, of N.S.S., Is Elected President Of the N.T.F.C.

Mel Gold of National Screen Service was elected president of the National Television Film Council here yesterday at its final meeting of the year. He succeeds Arche Mayers, president of Unity Television.

Other newly elected officers were John Schneider of the Biow Co., executive vice-president; Mayers, distribution vice-president; Bert Hecht of the Bill Sturm Studios, production vice-president; Ardien Rodner of ABC, station vice-president; Jim Ellis, Jr., of the Kudner Agency, agency vice-president; John Bergen of Radio-Television Daily, membership vice-president; Sally Perle, executive secretary; Sydney Mayers of Unity Television, general secretary, and Sam Spring of the law firm of Spring and Eastman, treasurer.

The new board of directors consists of Waldo Mayo, Lou Feldman, Bill Reddick, Henry Brown, Norman Barnett, Audrey Jaeger, Lester Schoenfeld, Alvin Stahl, Burton Zucker, Herbert Gelbspan and Doctor Goldsmith.

Officers will be installed formally on Jan. 28.

The luncheon meeting yesterday was a Christmas affair with door prizes for almost every guest.

De Wolfe Requiem Today

CHICAGO, Dec. 17. — Requiem Mass will be held tomorrow at the Sisters of Faith, Hope and Charity Church, Winnetka, for Louis P. de Wolfe, 64, who before his retirement earlier this year, was for 14 years manager of various theatres of the Essaness circuit.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"EASY TO LOVE"
starring ESTHER WILLIAMS
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and The Music Hall's Great Christmas Stage Show
and SPECTACULAR STAGE PRESENTATION

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Stereo Sound

(*Continued from page* 1)

time in many instances when the original production is made utilizing only stereophonic sound, theatres would be capable of making the conversion under the plan, it was explained.

The equipment needed, it was claimed, runs in the neighborhood of a few thousand dollars and it was added, most of the equipment could be utilized later by the theatre for stereophonic sound presentation. One exhibitor declined to be more specific on the equipment needed, or the manufacturer, stating, however, the plan was entirely feasible.

Warner Policy an Issue

The need for the plan, it was stated, is underlined by the reported policy of Warner Brothers to release its CinemaScope films in both stereophonic and conventional sound versions. In such instances, it was pointed out, a theatre could use the stereophonic sound print if the conventional print was not available.

Theatres Tax Drive

(*Continued from page* 1)

executive sessions would be held throughout the country to rally national support for the campaign in the coming weeks. Ralph E. Becker, attorney for the National Association of Legitimate Theatres, gave a planning report at yesterday's meeting. Dr. A. G. Saxon, Yale professor, has been retained by the Theatre Arts Council to prepare a report for use in the campaign on the effects of the Federal tax on the theatre.

Organizations represented at yesterday's meeting included, in addition to those named, Actors Equity Association, the League of New York Theatres, the I.A.T.S.E., the American National Theatre and Academy, Theatre Guild, Committee of Theatrical Producers, Council of the Living Theatre and the American Educational Theatre Association.

Legitimate theatre organizations opposed the motion picture industry's bid for exemption from the Federal admissions tax last year. Their tax campaign for next year apparently is being planned entirely independent of the renewed campaign by the Council of Motion Picture Organizations.

Dimes Drive

(*Continued from page* 1)

$6,000,000, one-half of the total take in the drive that year. However, last year only $800,000 was raised through theatres, although the total take was $51,000,000.

The motion picture theatres were praised for doing more in raising funds to combat polio than any other industry. The reference to 1954 as "the year of decision" was explained by the progress already made through the "trial vaccine" development, in addition to gamma globulin, in the latest treatment of polio.

Attending for the Foundation were Joe Nee, national director of fund raising; Nick Bernard, theatres' representative; and Everett Thorner, public relations. O'Connor arrived after the luncheon and explained many of the problems facing the organization. Theatre leaders in Boston and Chicago, it was said, already have pledged theatre collections. The trailer runs four minutes and 20 seconds, it was stated.

Reviews

"Act of Love"

(United Artists)

PRODUCED and directed by Anatole Litvak, "Act of Love" is a sympathetic treatment of a "G.I.'s" romance in Paris during the Allied occupation. It is told in flashbacks as Kirk Douglas, the former G.I., sits on a terrace in a South of France hotel and relives mentally the events of the previous nine years. The picture introduces Dany Robin, a very charming French miss whose appeal should result in starring productions for her on this side of the Atlantic.

"Act of Love" was produced in France, partly in Paris and partly on the Riviera, the authentic locales adding much to the story's value. The screenplay by Irwin Shaw was based on a novel, "The Girl on the Via Flaminia," by Alfred Hayes.

The story concerns Douglas' romance with Miss Robin who is separated from her family by the war and has no place to live. Through her friend, Barbara Laage, she accepts his offer of shelter but it is necessary that she share his room over a cafe. Although strictly an arrangement of convenience at the beginning, their association blossoms into love, but the necessity for secrecy brings about a number of situations that border dangerously close to exposure. On the day that they are to be married, Douglas is transferred to another part of France, is arrested when he tries to escape from the transportation truck to meet his bride-to-be and is held in the guard house. Meanwhile, Miss Robin, believing that she has been deserted, jumps into the river. The picture opens and closes at the Riviera hotel, the view from which the girl had described to him as a scene of contentment.

Douglas capably handles the role as the tough, hard-fighting, two-fisted drinking soldier, impatient and restless. In addition to Miss Robin, the supporting cast has been expertly selected with fine performances enacted by Robert Strauss as the friendly, but tough sergeant; George Matthews as Douglas' commanding officer who unwittingly causes the event that leads to Miss Robin's suicide, and Serge Reggiani, as a bitter young Frenchman whose dislike for Americans is somewhat puzzling. Others in the cast are Gabrielle Dorziat, Gregoire Aslan, Mathe Mercadier, Fernand Ledoux, Brigitte Bardot, Gilberte Geniat, Leslie Dwyer and Richard Benedict.

Running time, 108 minutes. Adult audience classification. For January release.

AL STEEN

"Terror Street"

(Lippert-Exclusive)

THE story of an American officer, caught in a series of circumstances that make him the chief suspect in his wife's murder, is unfolded in this film, starring Dan Duryea. It finds Duryea being smuggled into England for 36 hours to find out what's become of his wife.

The production by Anthony Hinds, directed by Montgomery Tully, was filmed in England, with an otherwise all-English cast, and for a good part of its running time it stands up as a well made suspense story. After that it deteriorates into a snarl of gun-flourishing surprises and counter-surprises and limps to a reasonably satisfactory conclusion, but maybe the outright addict of the murder-mystery type of film won't mind this a great deal.

The story and screenplay, by the accomplished Steve Fisher, places Duryea in his wife's apartment and unconscious at the time of her murder by a criminal known to the audience but not to him. Reviving before police arrive, he takes flight in a desperate hope of proving his innocence by catching the real murderer inside the 36 hours before he must fly back to the United States.

The British cast gives the usual crisp enactment of criminal investigation, and Eric Pohlmann is properly sleek and lethal as a criminal posing as a customs official.

It's an Exclusive Films production.

Running time, 83 minutes. General audience classification. Release date, Dec. 4.

Plan Strike-Period Delivery in Canada

TORONTO, Dec. 17.—Emergency preparations have been lined up at the headquarters of the Motion Picture Theatres Association of Ontario to meet the threatened tie-up of Canadian railways early in January because of strike action by employes over a question of union jurisdiction. Arrangements are planned for the maintenance of film deliveries to all Ontario exhibitors similar to the successful measures to cope with the national railway strike three years ago when no theatre missed a show.

Key men in the semi-permanent set-up are Arch H. Jolley, executive secretary of the Motion Picture Theatres Association of Ontario; Clare J. Appel, executive director of the Canadian Motion Picture Distributors Association, and George Altman, for delivery service.

Sydney Crowds Hail MGM Theatre Debut

Turn-away crowds yesterday heralded the opening of the Metro Crow's Nest Theatre, Sydney, Australia, latest addition to the M-G-M Australian chain, it was disclosed here by the company.

"Mogambo," projected on a panoramic screen, was the opening attraction. The Mayor of Sydney, presiding at the ceremonies, praised M-G-M for rendering a service to the Crow's Nest district of the city of opening a theatre there.

'Luther' to Waldman

George J. Waldman has been named by Louis de Rochemont Associates to sell "Martin Luther" in the New York exchange territory. National Screen Service will continue to handle physical distribution of the picture.

Altec Drive

(*Continued from page* 1)

number of contracts for stereophonic sound service, installations and booth contracts, Netter said. Cash awards and incentive prizes in the form of an extra week's vacation will be made at Monday's presentations.

In the divisional race Altec Southern division manager M. G. Thomas, Atlanta, won top honors. Northeastern division manager C. S. Perkins, New York, finished second, and K. J. Patton, Eastern division manager, Newark, was third. Less than three sales points separated these three winners.

Branch manager R. E. "Red" Pierce, Boston, won the cash award and the extra week's vacation in this category. F. W. Newborn, Atlanta branch manager, was second; D. S. McLean, Newark, third; M. M. Goulson, San Francisco, fourth, and Fred Hall, New York, fifth.

Topping the 200 Altec field engineers were C. R. Archer, Bangor, Me., first; L. R. Davies, New York, second; R. M. Ingraham, Dallas, third; C. W. Horvat and H. Hornbeck, Washington, fourth and fifth, respectively, and Frank Brown and Dave Waddell, New York, sixth and seventh, respectively.

Bamberger

(*Continued from page* 1)

those which he had delivered previously at exhibitor conventions.

Using the two theatres operated by the Elkin brothers in Aberdeen, Miss., as examples, Bamberger pointed out the harvest of good will created by the exhibitors in making their theatres community centers for the town and surrounding area.

Bamberger was introduced to the AMPA students by president Lige Brien. On the dais were Gordon White of the Motion Picture Association of America and Al Floersheimer, publicity-advertising director of Walter Reade Theatres.

Central Shipping

(*Continued from page* 1)

a sufficient number at next week's meeting to avoid undue delay in getting the test plan started. He said he was opposed to waiting until after the first of the year to initiate the project.

Under the plan, distributors in each exchange city would pool their shipping and inspection facilities. Two cities may be the "guinea pigs" for the test plan. They are New York and Charlotte, Va.

Polaroid Cooperation On 'Hondo' Premieres

Strong gross and holdover performances being recorded by Warners' 3-D production, "Hondo," indicate in part the cooperative activities of the Polaroid Corp. on some of the picture's engagements, as was the case in the recent M-G-M tests of its 3-D "Kiss Me, Kate."

For some of the premieres of "Hondo," Polaroid placed run-of-the-paper ads in local newspapers and assigned its own engineers for projection consultation, with exploitation work for the company's new viewers conducted, as well, Polaroid spokesmen said.

JUDGE HERMAN M. MOSER OF THE
THE MARYLAND STATE BOARD
THE MOTION PICTURE FILM



In His Opinion the Judge States:

"The Court finds as a fact that 'THE MOON IS BLUE' is neither obscene, indecent, immoral, nor tending to corrupt morals . . . the action of the Board in banning this film was *arbitrary* and *capricious.*

"...Even though it might well be urged that the Production Code Administration was wrong in banning the film, as has been done by some film magazines, the more essential point is that those clauses in the Code cited against 'THE MOON IS BLUE' are not such standards as may constitutionally be applied by a governmental censor.

"...One cannot consider, in applying this test, only the sensibilities of the prudish or to condemn a work as salacious because of its possible effect upon 'the ignorant, the immature and the sensually inclined'. (*U. S. vs. Levine, 83 F. 2d 156.*)

"...The 'accepted' test, meaning that sin must be shown as socially condemned, can result in a formula for popular pornography whereby sin can be presented with the most exaggerated attraction if accompanied by a bogus theme of retribution. It would perhaps not exceed the bounds of judicial notice to say that almost all pornography of the 'true experience' type purports to show that sexual immorality leads to shame and disgrace, the theory apparently being that the superficial morality fools people into enjoying salacious stories or salves their conscience. This may be good business, but it is not a test of decency.

"...If the Production Code were law it would be plainly unconstitutional."

(*Advertisement*)

BALTIMORE COURT HAS ORDERED THAT OF CENSORS APPROVE AND LICENSE ENTITLED "THE MOON IS BLUE"

DECEMBER 7th, 1953

And the Following Facts Support the Judge's Opinion:

IN 21 WEEKS "THE MOON IS BLUE" HAS PLAYED IN MORE THAN 3300 THEATRES IN THE UNITED STATES AND CANADA.

IN 21 WEEKS "THE MOON IS BLUE" HAS GROSSED OVER $8,500,000 AT THE BOX OFFICES OF THESE THEATRES.

IN 68 COMPARATIVE ENGAGEMENTS "THE MOON IS BLUE" HAS GROSSED 81% MORE THAN "HIGH NOON" IN THE SAME 68 CITIES.

P.S.

The action of Commissioner of Public Safety, Bernard Berry of Jersey City, against the owners and manager of the Stanley Theatre charging the possession of "an obscene, indecent and immoral film", was thrown out by the HUDSON COUNTY GRAND JURY on December 8, 1953, thus opening the way for showings of "THE MOON IS BLUE" in Jersey City the beginning of January.



A PREMINGER-HERBERT PRODUCTION
RELEASED THRU UNITED ARTISTS

(Advertisement)

Einfeld

(*Continued from page* 1)

importance of the anamorphic process and something of the extent to which it is being adopted by the film industry. After this clip, the screen goes dark while a voice on the stereophonic sound track welcomes the audience "to what has become established as a unique and thrilling experience—motion pictures in CinemaScope." Thus the feature film will be introduced with appropriate showmanship, he said.

Shown to the trade yesterday was the program being offered with "Beneath the 12-Mile Reef," consisting of "Vesuvius Express," a short subject filmed in Italy and showing a Milan-Naples train ride; a musical short featuring the 20th-Fox symphony orchestra playing the final movement of Tschaikowsky's Fourth Symphony, and the newsreel clip. The latter, said Einfeld, is offered to exhibitors free of charge with the feature film. A different clip will be offered with each new feature, he added.

'Offering a Suggestion'

Einfeld emphasized that 20th-Fox was not trying to usurp the prerogative of theatre managers and tell them what programs they should play with CinemaScope films. 20th-Fox only is offering a suggestion in these programs, he said. The executive also noted in passing that there has been a general pickup in all film attendances since the box office successes of "The Robe" and "How to Marry A Millionaire."

Censor Case

(*Continued from page* 1)

showings of the film in the state. Mrs. Shientag held a press conference to discuss the brief she filed today.

The brief argued that censorship prior to screening violates the First and Fourteenth Amendments, and that states can enforce sanctions only after films are shown.

Pointing out that the First and Fourteenth Amendments have been extended to cover press, radio, television and comics, the brief declared that motion pictures must also be included. "Motion pictures, a combination of pictorial and auditory techniques, are not so different from the press and radio as to warrant censorship," it was stated. "Motion pictures do not go into the home of the viewer without invitation, as does the censor-free television program. The irony is that "La Ronde" could be shown on television in New York and not in a theatre for which admission has to be paid."

The brief also stressed the distributors' contention that the term "immoral," under which the film was banned, is so broad and indefinite as to violate the Constitution. The term could cover any thought or expression which does not happen to square with the views of the censors, the Justices were told. The brief said that in the "Miracle" case, the court had declared the term "sacrilegious" to be too indefinite, and that the term "immoral" was equally indefinite.

Identical arguments were contained in a brief also filed today by Superior Films, which is appealing a decision of Ohio state censors to ban the film "M." The Ohio case will be argued just ahead of the New York case next month.

Review

"Folly to Be Wise"

(Fine Arts)

THIS British import has a good cast, a noted producer and director and a clever germ of an idea. But somewhere along the line somebody forgot that it was an adaptation of a play, not the play itself. The result is that it becomes too wordy. It is saved by some very fine performances and a few bright lines.

Alastair Sim, who hasn't been seen here for a while, plays the leading role and he is responsible for most of the fun. He is seen as an Army chaplain who becomes entertainment officer at a camp. His big problem is to find the proper attractions for the troops who had been staying away in droves. He gets the idea of putting on a Brains Trust, such as the B.B.C. has, with the soldiers providing the questions and local celebrities the answers.

Among the "brains" invited are an artist, his writer-wife and a professor, friend to the couple. The performance goes smoothly until the chaplain's secretary, a girl who wishes she had more education so she and her boy friend could be better suited for marriage, asks a simple question. "Is marriage a good idea?" starts an oral bedlam on the stage resulting in the trio's private lives becoming a public seminar. The problems of the intellectuals and the young innocents are resolved in a manner which gives credence to the title.

Sim plays the befuddled and bewildered chaplain expertly. Roland Culver and Elizabeth Allan as the married couple and Colin Gordon as the friend are properly smug and pedantic. Martita Hunt is also featured as a rather light-headed woman of title and breeding. And Miles Malleson is quite humorous as a member of the panel.

The picture is a Launder-Gilliat production with Sidney Gilliat and Frank Launder listed as co-producers and Launder as director. The screenplay was co-authored by Launder and John Dighton.

Running time, 91 minutes. General audience classification. For December release.

Four to Be Honored By FJP at Luncheon

Eddie Fisher, Deborah Kerr, Edwin R. Murrow and Bishop Fulton J. Sheen will be honored by the Federation of Jewish Philanthropies at a luncheon to be held in the grand ballroom of the Hotel Astor here on Jan. 14. Harry Brandt, chairman of the amusement industry drive on behalf of the FJP, and Leonard Lyons, who will preside at the luncheon, stated that the four guests of honor were chosen for their "outstanding achievements in the media of radio, TV, recording, motion pictures and the legitimate theatre." Each will receive special awards noting particular distinction in the world of "inspirational and entertainment media during 1953."

Among those serving on the luncheon committee are: Barney Balaban, Paramount Pictures; Simon H. Fabian, Stanley Warner; Robert S. Benjamin, United Artists; Harry Kalmine, Stanley Warner; William German, and Fred J. Schwartz, Century Circuit; Spyros Skouras, 20th Century-Fox, and Harry Mandel, RKO Theatres.

Mandel has just accepted the chairmanship of the vendors committee in the Federation's drive for its hospitals and institutions.

Abe Dickstein, New York branch manager for 20th Century-Fox, has been named chairman of the exchanges committee for the campaign.

Dr. Clapp Calls Film Council 'Flattering'

Dr. Raymond Clapp, inventor of the Nord System, was forced to cancel a press interview scheduled for yesterday and left here for Minneapolis.

He said before leaving: "I am happy to learn that the scientists of the industry, the Film Research Council, having witnessed a demonstration of my invention, the Nord System, of one-strip 3-D, have come up with a virtual duplicate. It is both flattering and a confirmation of my work."

'Cantor' Star Aids New York Premiere

Keefe Brasselle, who plays the title role in "The Eddie Cantor Story," will leave Hollywood by plane Monday for New York to appear in person at the premiere of the Warner Brothers picture at the Paramount Theatre on Wednesday.

Following the premiere, Brasselle will fly back to Hollywood to take bows at the West Coast opening set for Dec. 29 at Warner's Beverly Theatre. Brasselle returned to Hollywood earlier this week from a seven-city personal appearance tour in connection with "The Eddie Cantor Story."

Tax Committee Set For Buffalo Area

BUFFALO, Dec. 17.—A committee to guide the admission tax repeal campaign has been selected here. The group consists of Elmer Lux, head of Elmart Theatres; Jack Chinell, RKO Pictures branch manager; Stanley Kositsky, United Artists manager; Jack Mundstuk, M-G-M local manager, and Dave Miller, Universal manager.

Area chairmen are as follows: Jay Golden, Rochester; Dalton Burgett, Dunkirk; Tom Roberts, Elmira; Henry Berinstein, Syracuse, and Frank Dietrich, Endicott.

Big Promotion for N.Y. 'Bigamist' Bow

HOLLYWOOD, Dec. 17.—An advertising budget of $35,000 has been set by Irving Levin, president of Filmakers, Inc., for the opening of "The Bigamist" on Dec. 24 at the Astor Theatre in New York. Radio and television are included in the campaign.

Trim 'Diamond' Title

Title of "Million Dollar Diamond," first 3-D film made in England, has been changed to "The Diamond." United Artists is distributing the film, produced by Steven Pallos.

Color-TV

(*Continued from page* 1)

of the Radio-Electronics-Television Manufacturers Association, said "only a trickle of color television receivers will be manufactured during 1954" and that "it will be some time before more than a few hours weekly are devoted to color broadcasts."

Dr. Baker declared it might be years before quantity production can be reached. Moreover, he emphasized, early receivers will be very expensive, with small screen sets costing, he said, about $1,000.

Compatible color broadcasting is a system which can be received in black-and-white on black-and-white sets, and in color on new color receivers.

Previously the commission had approved the CBS non-compatible system. However, this was never used to any great extent, and now CBS has gone along with most of the rest of the industry on the new compatible color standards.

'Best of 3 Systems'

The commission said the new standards "provide a reasonable basis for the development of a color television service in the public interest." Accordingly, it added, "they are being substituted for the non-compatible system approved in 1950 as the best of three systems then proposed, but which has not since been exploited." It declared the new standards "produce a reasonably satisfactory picture with a good overall picture quality" and are sufficiently flexible to accommodate later improvements and refinements.

Goldsmith, on TV

(*Continued from page* 1)

two are non-commercial and that there have been 1,251 applications for TV permits since April, 1952.

With 1,600 TV stations in prospect in the not-too-distant future, Doctor Goldsmith said that a big question was whether there were sufficient advertising dollars to keep them in operation. However, he said that an optimistic feeling existed in the trade and that it was believed generally that the future TV outlets would prosper. Doctor Goldsmith traced the past events in color television and painted a glowing picture for the future.

A promising future for magnetic tape recording for sight and sound was predicted by the RCA consultant who saw the immediate use of it for television only. He said that a number of other organizations as well as RCA were experimenting with tape, including the Armour Institute of Technology, Bing Crosby Enterprises, DuPont, General Precision Equipment and Minnesota Mining & Manufacturing Co.

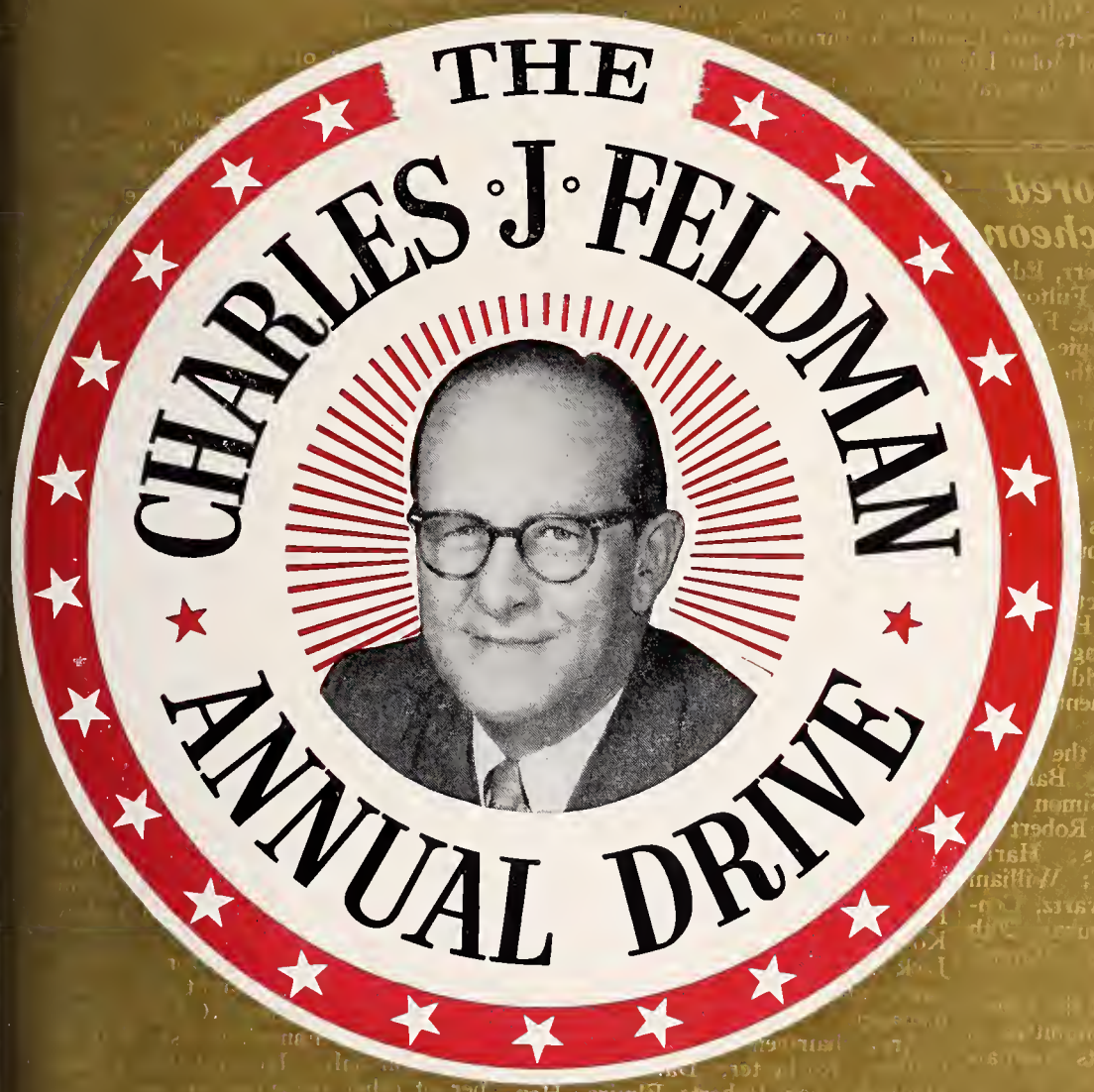
'Scope in Italy

limited number of available optical devices, Fox Film will lease the lenses only for the production of outstanding feature films, it was added. Industry circles consider the cost of leasing the lenses quite cheap, pointing out that it represents only about one to two per cent of the cost of a top picture in color in Italy. The comparative low cost is seen as aiding Fox's policy of promoting the adoption of CinemaScope in every section of the world.

Universal-International

Announces

with Pride.....



JANUARY 3 THROUGH MAY 2, 1954

DEMONSTRATING U.-I.'S

CONFIDENCE, RESPONSIBILITY

AND RELIABILITY

It's a Happy Boxoffice New Year for you, Mr. Exhibitor, with U-I's "Golden Dozen" for the Charles J. Feldman Annual Drive.

Never in this company's history has there been a stronger group of pictures released in sequence.

Again it demonstrates U-I's CONFIDENCE in our Industry . . . RESPONSIBILITY to you, the Exhibitor, to keep on delivering our present high number of releases . . . and RELIABILITY of entertainment to please your patrons and keep them coming.

Confidence . . . Responsibility . . . Reliability!

The Charles J. Feldman Annual Drive gives these words more meaning (meaning more profits) for you than ever before!

Join us for your happiest boxoffice New Year.

UNIVERSAL-INTERNATIONAL

U-I'S "GOLDEN DOZEN" FOR THE CHARLES J. FELDMAN ANNUAL DRIVE

JANUARY 3 THROUGH MAY 2, 1954

DONALD O'CONNOR
JANET LEIGH
WALKING MY BABY BACK HOME
COLOR BY Technicolor
with **BUDDY HACKETT**
LORI NELSON • SCAT MAN CROTHERS
THE MODERNAIRES • THE SPORTSMEN

TONY CURTIS
JOANNE DRU
Forbidden
co-starring **LYLE BETTGER**
with MARVIN MILLER

JEFF CHANDLER
MAUREEN O'HARA
WAR ARROW
COLOR BY Technicolor
co-starring **SUZAN BALL**
with JOHN McINTIRE • CHARLES DRAKE
DENNIS WEAVER • NOAH BEERY

JOEL McCREA
YVONNE DE CARLO
BORDER RIVER
COLOR BY Technicolor
co-starring **PEDRO ARMENDARIZ**
with HOWARD PETRIE • ERIKA NORDIN

ROCK HUDSON
BARBARA RUSH
TAZA, SON OF COCHISE
COLOR BY Technicolor
with GREGG PALMER • BART ROBERTS
MORRIS ANKRUM • JOE SAWYER
Available in both 2-D and 3-D

JAMES STEWART
JUNE ALLYSON
The GLENN MILLER STORY
COLOR BY Technicolor
with CHARLES DRAKE • GEORGE TOBIAS
and Guest Stars
FRANCES LANGFORD • LOUIS ARMSTRONG
GENE KRUPA • BEN POLLACK
THE MODERNAIRES

ALAN LADD
SHELLEY WINTERS
SASKATCHEWAN
COLOR BY Technicolor
with ROBERT DOUGLAS • J. CARROLL NAISH
HUGH O'BRIAN • RICHARD LONG
LOWELL GILMORE

RICHARD CARLSON
JULIA ADAMS
The Creature from the Black Lagoon
with RICHARD DENNING • NESTOR PAIVA
ANTONIO MORENO • WHIT BISSELL
Available in both 2-D and 3-D

AUDIE MURPHY
DAN DURYEA
SUSAN CABOT
ABBE LANE
RIDE CLEAR OF DIABLO
COLOR BY Technicolor

JEFF CHANDLER
RHONDA FLEMING
YANKEE PASHA
COLOR BY Technicolor
with LEE J. COBB • MAMIE VAN DOREN
BART ROBERTS
and the MISS UNIVERSE BEAUTIES

MARJORIE MAIN
PERCY KILBRIDE
MA & PA KETTLE AT HOME
with ALICE KELLEY • BRETT HALSEY
ALAN MOWBRAY

JOHN PAYNE
MARI BLANCHARD
DAN DURYEA
FORT LARAMIE
COLOR BY Technicolor
with JOYCE MacKENZIE
BARTON MacLANE

Printed in U.S.A

In the THEATRE Equipment World . . . *. . with RAY GALLO*

THE "Westrex Editer" is a film editing machine with a number of improvements and innovations for the new techniques, made by Westrex Corp., New York. The integrated unit can handle both standard and the new small-hole perforated films, film strips, picture films, magnetic or photographic sound films (single or multiple) and composite release prints. One of the new features of the machine is that it is designed to make possible projection viewing of an enlarged image on a wall or screen without extra attachments. In addition, timing belt drives have been substituted for gear driven mechanisms and continuous optical projection is used to eliminate noisy operation. The editer was designed and engineered in the Hollywood laboratories of Westrex, in close cooperation with motion picture studios.



•

A portable vacuum cleaner with a flexible "accordion" hose that stretches from six to 16 feet has been marketed by the Pullman Vacuum Cleaner Corp., Boston. Designated the "Pullman Model—90 Theatre Vacuum," the unit weighs only 30 pounds and converts to both a power blower and wet pick-up. The manufacturer points out that the cleaner can be easily carried in one hand and that the flexibility of the hose "permits parking the cleaner in the aisle while an attendant goes down a whole row of seats without cumbersome dragging, maneuvering and hose kinking."

•

Portable in-car heaters for drive-in theatres have been added to the line of Arvin Industries, Inc., Columbus, Ind., manufacturers for 20 years of portable electric room heaters. The in-car units weigh five pounds and have an all-steel shell finished in sun-tan, baked-on enamel. Three bakelite feet keep the units stable on irregular surfaces. Other features include a handy on-off switch and an 11-foot rubber cord which permits placing the heater conveniently anywhere in the car. The unit uses a three-contact polarized plug that goes into an outlet on the same post as the car speaker.

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Three new pieces of literature describing and picturing improved models of its floor maintenance machines and vacuums have been issued by the Holt Mfg. Co., of Oakland Cal., and Newark, N. J. The literature contains complete specifications, including sizes, capacities and lists of accessories.

'Cease Fire' to Bow In 'Frisco Dec. 22

SAN FRANCISCO, Dec. 17.—Arrangements have been completed between representatives of headquarters, Sixth Army and Paramount Pictures for the West Coast premiere of Hal Wallis' "Cease Fire." Opening at the St. Francis Theatre Tuesday, the premiere will be attended by high officers of the Army and Navy as well as representatives of the state and city government and leaders of local society, union groups, women's clubs, religious and fraternal orders and many other top Bay area figures.

Gen. Mark W. Clark, former commander-in-chief of United Nations forces in the Far East, is sponsoring the premiere and will be host to such personages as Maj. General William F. Dean and Wallis.

The Sixth Army band, the honor guard detachment from the Presidio of San Francisco, searchlights, a special formation made up of veterans of the Korean campaign and manned combat bunkers inside the theatre will add to the military atmosphere.

Soldiers who starred in the picture will be presented on the stage following the film, as will Generals Clark and Dean. Introducing the personages will be Maj. Raymond Harvey, Congressional Medal of Honor winner from the Korean war who served as technical advisor for "Cease Fire."

CinemaScope Bought By AB-PT in Buffalo

BUFFALO, Dec. 17.—The Center Theatre will be the third first-run downtown house here to install CinemaScope equipment. This AB-PT theatre will present its first CinemaScope production starting Jan. 8. It will be "The King of the Khyber Rifles." Shea's Buffalo was the first here with CinemaScope and an eight-week run of "The Robe." The Century was second with a four-week engagement of "How to Marry a Millionaire."

Raise Congressmen's Pay, Urges Johnston

WASHINGTON, Dec. 17.—Motion Picture Association of America president Eric A. Johnston urged higher pay for Congressmen, Federal judges and other Federal employes, in testimony before a special government commission studying government pay scales.

Technicolor Elects Lewis and Clark

George F. Lewis, Jr., has been elected secretary of Technicolor, Inc., by the organization's board of directors.

The directorate of Technicolor Motion Picture Corp. has named Lester G. Clark as a member of the board.

Plaque for 7 Deceased

WASHINGTON, Dec. 17. — The Variety Club of Washington today dedicated a plaque at the Hebrew Home for the Aged in memory of seven deceased Variety Club members: Louis Bernheimer, William Bernheimer, William Biron, Joseph Fields, Samuel Forst, William Janof, Herman Rubin and Benjamin F. Young.

Mexicans Plead for Governmental Aid

MEXICO CITY, Dec. 17.— Prompt government aid, in the form of enacting "any kind" of practical plan, is an imperative necessity to save the Mexican industry from such complete collapse that "Mexico will be entirely dependent for films upon the United States (dubbed-in Spanish versions), Cuba and Spain," independent producers and studio operators told Angel Cravaja, Secretary of the Interior.

Yonkers Firms File Trust Action Here

Two anti-trust suits seeking a total of $1,170,000 in treble damages have been filed in U. S. Federal Court here by the operators of two theatres in Yonkers, N. Y. The Vilastor Kent Theatres Corp., owner of the Kent Theatre, is asking $675,000 and Bur-Don Theatre Enterprises, owner of the Terrace, is asking $495,000. All major companies with the exception of Columbia are named defendants. In addition to the distributors, other defendants are RKO Theatres, Loew's Theatres, Brandt Theatres, Cinema Circuit and 10 others.

The plaintiffs charge that they have been unable to obtain first-run product because of a RKO-Loew's split and that they also have been denied subsequent-run pictures because the distributors allegedly favor the theatres of the other defendants.

Italian Films Total 159 for 11 Months Of Present Year

Eight Italian features and one Italo-French film went into production in November, bringing the tally on Italian pictures for the first 11 months of 1953 to a record-breaking total of 159, according to figures received here by Italian Films Export. Of the total number, 34 are co-productions.

In addition to the Italo-French "L'Affaire Maurizius," based on the Wasserman novel which is being directed by Julien Duvivier, titles of the projects begun last month are: "Case Da Pazzi" ("Crazy Business"), "Disonorata" ("Dishonored"), "La Corda D'Acciaio" ("The Steel Wire"), "La Palude Della Morte" ("The Marsh of Death"), "Il Grande Addio" ("The Great Farewell"), "Storia Di Un Amore" ("Love Story"), "Pellegrini D'Amore" ("Pilgrims of Love"), and "The Virgin of the Roncador," in Ferraniacolor.

WB Winds Up Sales Meeting Here Today

A two-day sales meeting of Warner Brothers' district managers and home office executive will wind-up today with further discussions slated on the company's product for the winter and spring months.

Ben Kalmenson, vice-president in charge of distribution, will lead the discussions. District managers will return to their respective territories at the weekend.

Everybody Who Wants to Have Fun

will be at

AMPA'S Annual Christmas Luncheon

at the Hotel Piccadilly

Dec. 22nd—12:15 p.m.

Come and get your AMPA Christmas Gift

SURPRISES . . . STARS

. . . ENTERTAINMENT . . .

for reservations phone:

Lige Brien at Circle 5-6000

or Al Floersheimer Jr. at Circle 5-5250

$2.50 per ticket

WILL YOU BE THERE ? ?

Dial any critic!

"SUSPENSE...EXCITEMENT...ROMANCE!"

"ITS FINANCIAL FUTURE APPEARS ASSURED!"



MOTION PICTURE HERALD

BOXOFFICE

"FIGHTER ATTACK TOP-NOTCH SCREEN PLAY!"

INDEPT. FILM JOURNAL

Allied Artists

MOTION PICTURE DAILY

"FIGHTER ATTACK SUSPENSEFUL... REALISTIC!"

"FIGHTER ATTACK SURE-FIRE BOX OFFICE!"

FILM DAILY

SHOWMEN'S TRADE REVIEW

"FULL OF THRILLS AND ACTION!"

"STRONGLY PLOTTED STORY!"

DAILY VARIETY

HOLLYWOOD REPORTER

"SHOULD PAY OFF WITH HEALTHY GROSSES!"

SKY-FLAMING, EARTH-ROCKING FRONT-LINE EPIC!

American squadron leader! Italian guerilla girl! Fate sweeps them together to inflame the screen with the most unusual love story of the war!

FIGHTER ATTACK

starring STERLING HAYDEN · JOY PAGE · J. CARROL NAISH

In ALLIED ARTISTS Production

with KENNETH TOBEY · ANTHONY CARUSO · FRANK deKOVA

In Thrilling COLOR

Executive Producer WALTER MIRISCH Produced by WILLIAM CALIHAN, JR. Directed by LESLEY SELANDER Screenplay by SIMON WINCELBERG

STEP AHEAD WITH THE DOUBLE **A** COMPANY...**A**LLIED **A**RTISTS!

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 74. NO. 118 NEW YORK, U.S.A., MONDAY, DECEMBER 21, 1953 TEN CENTS

Tradewise . . .

By SHERWIN KANE

FRESH examples of the frequently odd and always irritating appraisal of values of Hollywood news by major metropolitan dailies were provided last week.

First came a story out of Hollywood concerning a number of stars and lesser lights who would spend their holiday season in Korea and Japan entertaining troops. Then came a story about Hollywood personalities who had volunteered to appear in Mississippi and Louisiana theatres which were turning over a day's receipts to the disaster fund for tornado-ravaged Vicksburg.

•

A few large papers gave both items a small paragraph, some of them buried in Hollywood columns. Several papers published one or the other, not both. Many ignored both items.

But two weeks ago, an inactive feature player was arrested in Hollywood on a charge of driving while intoxicated.

Naturally, there was no need to look at the newspapers—not all, but many of them—to know how that item was played. Page one, with art. Natch.

• •

THE point was well made by officials of the National Foundation for Infantile Paralysis last week that motion picture theatres, which over the years have raised more funds for the annual March of Dimes campaigns than has any other industry or enterprise, would do themselves, as well as that worthy cause, a valuable service by cooperating strongly in next month's drive.

•

In the coming year, officials of the Foundation said, there are reasonably good indications that the cure for polio will be proved.

The theatres, which have done so much in the past to help make possible the continuing research, surely should be prominently among the Foundation's supporters when and if the long-sought cure is announced.

Lower Rates for Theatre Advertising Urged, Established by N. J. Publisher

HACKENSACK, N. J., Dec. 20.—The practice of treating amusement advertising as a special classification and at a high flat rate will be abandoned here on Jan. 1 when all such space will be sold by the "Bergen Evening Record" at the same transient and contract rates which apply to all other display copy. Guaranteed page position, however, will carry an extra charge of 25 per cent. Nevertheless, space plus page position will, after Jan. 1, be considerably less than for identical space under the old rates.

Donald G. Borg, editor and publisher of the "Record," disputed the general contention that editorial columns of film news, reviews and gossip columns should be levied directly against the theatre operator. This material, he holds, is as much "news" as any other type of reporting in the paper. If it is not, he added, it should not be published.

The new rate card supersedes the old schedule which has been in effect since 1946.

Shortage of Prints, On Heels of Product Problem, Held Acute

An alleged new print shortage, coming concurrently with what many exhibitors claim to be a serious product shortage, is creating a "critical" problem, Wilbur Snaper, president of Allied States Association, asserted on Friday.

Snaper said he has received complaints from brokers on the problem of print supplies throughout the country, claiming the situation has grown more difficult as the availability of product has decreased. As an example, Snaper said that when a picture "breaks" in New York with 100 prints needed to supply the city's theatres, the New York situation consumes 25 per cent of the prints available for the particular picture, leaving the rest of the country in short supply.

He said the print shortage, among other problems, will head the agenda at the February Allied board of directors meeting in Cincinnati.

Reade Circuit Tells Of Headway Made on Stereo 'Conversion'

"Very good" headway on an experimental device to convert four-track magnetic stereophonic sound to conventional sound in a theatre was reported here at the weekend by Edwin (Pete) Gage, vice-president of Walter Reade Theatres.

Gage said that the Reade circuit, in its experiments, is using a test strip of "The Robe," designed for the less than 1,500-seat theatre. He added that while results so far have been good, there are still a number of refinements to be made which would allow a smaller theatre to take a four-track sound film and, through the process of conversion, play the sound through conventional equipment.

Used in the device, it is explained, are a penthouse, preamplifiers, a "mixer" and a power supply unit for "boosting" purposes. These parts, it was explained, are used to convert

(*Continued on page* 3)

"Miss Sadie Thompson"

(Columbia—3-D)

JERRY WALD's modernized production, in three-dimension and color by Technicolor, of W. Somerset Maugham's "Rain," under the title of "Miss Sadie Thompson," with Rita Hayworth, Jose Ferrer and Aldo Ray contending for pre-eminence, is hot stuff for any man's theatre.

It is money merchandise, first, last and always, fitted out with several word-of-mouth ensuring features, including the screen's first use of the word "prostitute" as standard equipment, that are likely to prosper it mightily in such locations as it is designed for. In some other locations the story may be different.

Wald's objective apparently was to re-energize Maugham's well-known story, and it's to be written in letters of fire and brimstone that he surely did. Producer Wald's extraordinary professional proficiency sticks out all over his picture. When he turns Miss Hayworth loose to

(*Continued on page* 3)

Demand Heavy

RCA Reports Upsurge in Stereo Orders

100 Independents, Plus Five Circuits in Bids

CAMDEN, N. J., Dec. 20.—More than 100 independent theatres as well as five circuits placed orders for RCA stereophonic sound equipment during the month of October and activity continues on an unprecedented scale, it was disclosed here on Friday by A. J. Platt, manager of RCA theatre equipment sales.

In order to enable theatre operators to show CinemaScope and other wide screen productions with directional sound, RCA has begun delivery direct from the factory, with trucks being sent as far as Michigan and Rhode Island to keep abreast of the installation demands.

"We are doing everything possible to aid the exhibitors in meeting their opening dates," Platt declared. The

(*Continued on Page* 3)

'U' to Re-release 'Hamlet' Jan. 15

Universal will re-release "Hamlet" starting Jan. 15, Charles J. Feldman, vice-president and general sales manager, disclosed. Originally released in the United States in 1948, the J. Arthur Rank production will be Universal's first reissue in almost seven years.

New prints and advertising accessories as well as a special press book supplement have been prepared. Feldman said that the picture would be suitable for wide screen exhibition.

RKO to Distribute Lesser's 'Friday'

A world-wide distribution agreement for "The Saint's Girl Friday," produced by Julian Lesser, was signed by RKO Radio at the weekend, Charles Boasberg, general sales manager, disclosed.

It was pointed out that the deal is in addition to that signed last week with Frederick Brisson of Independent Artists Pictures for the production of "The Gold Rush," next summer, with Rosalind Russell in the starring role. Also, the company has

(*Continued on Page* 3)

Personal Mention

NORMAN MORAY, Warner Brothers short subject sales manager, has returned to Hollywood from New York.

•

ROY M. BREWER, executive assistant to STEVE BROIDY, president of Allied Artists, returned to the Coast at the weekend from New York and Washington.

•

J. P. BYRNE, M-G-M Eastern sales manager and captain of the company's 30th Anniversary jubilee, arrived here from St. Louis at the weekend.

•

LAWRENCE WEINGARTEN, M-G-M studio executive and producer, will arrive here by plane today from London.

•

KENNETH HALL, Warners' booker; L. A. IRELAND, Republic Pictures, and R. T. BELCHER, Queen City Booking Service—all of Charlotte—have announced additions to their families; twin boys to Hall and a daughter each to Ireland and Belcher.

•

MARY RAFFERTY, formerly assistant manager of the Warner Theatre in Cincinnati, has been married to E. L. ATTELA of that city.

•

SEYMOUR L. MORRIS, publicity-exploitation director for Schine Theatres, was in Albany from Gloversville.

•

WILLIAM F. RODGERS, M-G-M sales consultant, has postponed his departure for Florida until Dec. 26 or 27.

•

FRANK MATTISON, Warner Brothers assistant director, has returned to Hollywood from Europe.

•

J. WILLIAM PIPER, Paramount International secretary, returned here Saturday from the Far East.

•

MIKE SIMONS, M-G-M exhibitor relations head, has returned to New York from St. Louis.

•

HARRIS DUDELSON, Lippert Pictures Midwest sales manager, will return to Cincinnati today from Des Moines.

•

KENNETH MCKENNA, M-G-M story head, left here at the weekend for the Coast.

•

FRANKLIN MCCANN has been named booker in Cincinnati for Realart Pictures and Lippert Pictures.

•

HERBERT ASHER has resigned as manager of the Gorman and St. George theatres in Framingham, Mass.

•

GOTTFRIED REINHARDT, M-G-M director, will leave London in a few days for Kitzbuhl in the Austrian Tyrol.

•

HOWARD WALLACE, president of the Wallace Film Exchange in Atlanta, has returned there from Florida.

•

GEORGE MURPHY has returned to Hollywood from St. Louis.

Full Supply Year Away

Mass-Produced Color TV Set Put at $800-$1,000

At least a 12-month period will elapse before the Radio Corporation of America will reach mass production of color television sets, Frank M. Folsom, president of RCA, stated at the weekend. He said those color TV sets manufactured by RCA will have a 14-inch picture size and will be priced between $800 and $1,000.

Folsom made these comments in connection with the Federal Communications Commission approval of the compatible color television system. Joining him in hailing the FCC decision was David Sarnoff, chairman of the board of RCA, who said the FCC's action speeds the day of color television in the home.

Speaking for the Columbia Broadcasting System, Dr. Frank Stanton, CBS president, said that during 1954, "CBS television, in its color broadcasting will make available to the public its regular programs on a rotating basis so that before the end of the year, each of the regular programs . . . will be viewed in color."

Meanwhile, 20th-Fox launched a tional Broadcasting Co.'s program schedule is well underway, it was stated. Each of NBC's major programs will have had its "color premiere" within the next few months under an introductory year plan blueprinted by Sylvester L. Weaver, NBC president.

81st Street Theatre to CBS for Color-TV

The Columbia Broadcasting System has taken a long-term lease on the 2,000-seat RKO 81st Street Theatre here. The house will be used by the network as a color-television production studio.

Rivoli Prepares for 'Khyber' Premiere

The Rivoli Theatre here will be closed all day tomorrow in preparation for the world premiere in the evening of 20th Century-Fox's "King of the Khyber Rifles" in CinemaScope. The event will be covered by radio, television and newsreels. A Scotch bagpipe group—the Lovat Pipe Band—will perform in full regalia in front of the theatre.

Meanwhile, 20th-Fox launched a saturation TV and radio advertising and promotion campaign on the picture over the weekend, utilizing Station WNBT for the television segment and Stations WNBC, WNEW, WMCA and WMGM for radio.

Stars Leave Coast to Entertain Servicemen

HOLLYWOOD, Dec. 20. — Fifty-six film and radio personalities left here by plane Friday, taking holiday entertainment and season's greetings to American servicemen in 70 military installations throughout the world. The entertainers, divided into four troupes of six units each, will travel more than 65,000 miles in giving approximately 200 performances before 250,000 service personnel.

AMPA's Christmas Party Tomorrow

The annual Christmas Party of the Associated Motion Picture Advertisers will be held tomorrow at the Hotel Piccadilly here starting at 12:30 P.M. Tickets are still obtainable from Lige Brien, president of AMPA, at United Artists.

Among the gifts to be given away are a vacation for two at the Empress Hotel in Miami Beach and a portrait of the recipient by Vince Trotta.

Public Balcony Seats For 'Sadie' Premiere

The public will be permitted to purchase balcony seats for the midnight invitational premiere of "Miss Sadie Thompson" at the Capitol Theatre on Wednesday. The last showing of "From Here to Eternity" will start at 8:30 and the theatre will close at 10:30 for one hour.

Among the personalities who have accepted invitations to attend the premiere are, according to Columbia Pictures, Eddie Fisher, Walter Winchell, Ed Sullivan, Sid Caesar, Dave Garroway, Earl Wilson, Janet Blair, Gregory Ratoff, Leonard Lyons, June Havoc, Sloane Simpson and very many others.

IFE's Italo-U.S. Program Completed

IFE Releasing Corp's program for its quality group of sub-titled films aimed primarily at the Italo-American audiences is now in operation throughout the United States in addition to New York, Phil Levine, sales manager of the quality group, disclosed here at the weekend.

Approximately 25 films, most of which were premiered at New York's Verdi and Major theatres, are on the active distribution list of this IFE special department, it was stated.

Charlotte, Cincinnati 'Luther' Agents Set

Sales representatives for "Martin Luther" in the Charlotte and Cincinnati areas have been named by Cresson E. Smith, general sales manager of Louis de Rochemont Associates. Jay Goldberg, of Realart Pictures, Cincinnati, will handle the film in that territory while the agent for the Charlotte area will be R. F. Pinson, of Astor Pictures Exchange.

Standing Committees Are Designated by N.Y. Variety Club

New standing committees of the New York Variety Club were announced by chief barker Edward L. Fabian at the first meeting of the new crew, held at the Piccadilly Hotel.

The executive committee will consist of Fabian, Ira Meinhardt, Harold Rinzler, Saul Trauner, Martin Kornbluth and Edward Lachman.

Other committees are as follows: Membership—Arvid Kantor, chairman; John Schneider, Jack Rosenfeld, John Bergen, Jr., Max Wolff and Jack Hoffberg. House—Leon J. Bamberger, chairman; George J. Waldman, Bernard Myerson, Jack Hoffberg, Jack Rosenfeld, Cy Seymour, Jerome J. Cohen, Hugo Kessler and Harry Mansfield. Welfare—Harold J. Klein, Morris Sanders, Jack Farkas, David Snaper and Cy Seymour, chairman. Golf—Charles A. Alicoate and John J. Bergen, Jr.

Trauner will be chairman and form a new finance committee.

Preliminary plans for the testimonial dinner honoring William J. German were discussed. Al Gorson reported on the celebrity ball to be held on New Year's Eve at the Waldorf Astoria, with proceeds earmarked for Variety's Epilepsy Foundation.

Johnston to West Coast for Holidays

WASHINGTON, Dec. 20. — Motion Picture Association president Eric Johnston was scheduled to leave here late today to spend the Christmas holiday period at his home in Spokane, Wash. MPAA officials said there is a strong likelihood that following the New Year's weekend, Johnston will go from Spokane to Hollywood, remaining there about a week and returning here sometime around Jan. 11 or 12.

Skip Weshner Wins B'nai B'rith Cadillac

David E. (Skip) Weshner, producer's representative, was the winner of the Cadillac sedan offered by Cinema Lodge of B'nai B'rith in its 1953 fund raising project. Joseph M. Sugar of United Artists who sold Weshner the winning certificate, will receive a $500 U. S. Savings Bond.

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Stereo Sound

(Continued from page 1)

installations are being made by technicians of the RCA service company, it was added.

The largest orders in the 100 received in October, it was stated, were those of RKO and the Stanley-Warner circuits. The latter will install stereoscope systems in an additional 36 houses. Among the orders were 13 from the Schine circuit, eight from Loew's, and five from Tri-States, Platt said.

RKO 'Friday' Deal

(Continued from page 1)

for early release W. Lee Wilder's "Killers from Space."

In production at the studio are "The Big Rainbow," "Susan Slept Here," and "Desperate Men." In addition, it was stated, 15 productions are being prepared for early filming by the studio's seven producers.

Six-city Premiere Set For 'Best Years'

Early premiere engagements of Samuel Goldwyn's "The Best Years of Our Lives" will be held simultaneously in six cities Feb. 4, it was disclosed at the weekend by James A. Mulvey, president of Samuel Goldwyn Productions. RKO Radio is re-releasing the picture.

Bookings have been set for the Astor, Boston; Orpheum, New Orleans; Rialto, Atlanta; Missouri, Kansas City; Orpheum, Denver; and Keith's, Washington, D. C. The Washington engagement will be preceded on Feb. 3 by an invitational premiere at which the White House Correspondents Association will serve as hosts. Harold Russell and Teresa Wright, film's stars, will be among the guests of honor.

Newspaper Officials To 'Sadie' Premiere

Executives of New York newspapers have accepted invitations to attend the midnight premiere of Columbia's "Miss Sadie Thompson" Wednesday at the Capitol Theatre.

Among the press men who will attend are Julius Ochs Adler, general manager, and Arthur Hays Sulzberger, publisher, of the New York "Times"; Richard E. Berlin, president of the "Daily Mirror"; Kent Cooper, executive director of the Associated Press; Whitelaw Reid, president of the "Herald Tribune"; Frank D. Schroth, Sr., publisher of the Brooklyn "Eagle"; James Wechsler, editor of the "Post," and Lee Wood, executive editor of the "World-Telegram and Sun."

Allied Artists Drive Has Three Leaders

Chicago, Indianapolis and Detroit exchanges are division leaders in the Allied Artists branch managers national championship drive, which carries $10,000 in prize money, vice-president Morey R. Goldstein disclosed Friday. Leaders in the short subjects drive are Portland, Los Angeles and Detroit.

The drive, which opened Nov. 6, ends Jan. 29.

"Miss Sadie Thompson"

(Continued from page 1)

sing and dance the torrid number, "The Heat Is On," inside arm's reach of a ring of woman-hungry Marines, he uses everything but delicacy to make his point. And when he sends Ferrer into her chamber to throw the "prostitute" charge at her, he gives her plenty of comparably violent language to pitch back at him. Everything that is done production-wise is done in Wald's extremely able fashion, which is not to say that this attribute of professional quality adds anything to the refinement.

The Harry Kleiner screen play re-sets the Maugham story in a more or less contemporary South Pacific island, occupied by a Marine detachment, dependent upon the meager recreation and amusement devices provided by the locale and the natives. Into this setting comes Miss Hayworth, possessor of a shadowy past from which she is fleeing. With her, there arrive Ferrer, cast as a planter with a bent for reforming those around him whom he believes to be in need of straightening out. He carries a lot of weight in the islands, inherited from a well-liked father who was a missionary.

Miss Hayworth, always ready for a good time, goes to the island's lone rendezvous with a group of Marines, where she is the uncontested life-of-the-party with her torrid songs and dances. Already having incurred the displeasure of Ferrer aboard ship, he recalls something of her past in Honolulu gyp joints and breaks up a post-party gathering of Marines in her room to confront her. Rebellious, she tries to fight back, but Ferrer's influence is great enough to have issued orders for her return to San Francisco to face the music.

Ferrer influences her further before the ship arrives, and she becomes remorseful about her past and sincere in her desire to atone for it. Ray, meanwhile, has fallen in love with her and wishes to marry her. She spurns his offer to get her passage to Australia where he would meet and marry her after his discharge from service. She refuses.

Ferrer confronts her in her room before she is to leave for the States and attacks her. Thoroughly disillusioned, the experience returns her to her former devil-may-care personality and, when Ferrer's body is found at the foot of a sea cliff, a suicide, she and Ray are in key again for the future they had planned.

All roles are well played. There is beautiful photography by Charles Lawton, Jr., firm and graphic direction by Curtis Bernhardt, potent background music by George Dunning, and expert musical direction by Morris Stoloff. The color is excellent and the sound, rain effects and other technical features are tops.

The 3-D process here exhibited produces splendid effects, enhancing beach and tropics scenes and emphasizing the impact of numerous of the sequences of the picture. Running time, 90 minutes. Adult classification. Release, January.

"Man Crazy"

(20th Century-Fox)

A MUCH better than average film about teen-agers and their problems has been fashioned by Security Pictures, an independent company releasing through 20th Century-Fox. In fact, it is far superior to most in this category due to good acting and writing and an excellent directing job by Irving Lerner. Whether or not these factors will be an added boost at the box office depends on the attendant exploitation because there isn't one marquee name in the cast.

The story tells of three young girls living a dull life in a small town. Their dreams of glamour and excitement are made into realities by their discovery of some illegal money hidden by one of their employers. They take it, go to Hollywood, buy a car and clothes and rent an elaborate house. There they each meet a boy, one of whom proves eventually to be their downfall. For the man who was robbed goes to great pains to discover their whereabouts and in a combination of incidents, both plausible and contrived, he does find them. There's a bitter and generally unromantic ending to their dreams which is in keeping with the realistic tempo of the film.

The unknown cast is headed by Neville Brand as the boy friend of one of the girls who, in trying to help them, comes to a tragic end. His performance is extremely good as is that of Christine White as the leader of the trio. John Brown as the victim intelligently plays a basically good man who has cheated and been cheated himself. Sidney Harmon and Philip Yordan both wrote and produced this well-made budget picture.

Running time, 79 minutes. General audience classification. For December release.

'Paratrooper' Dec. 30

Columbia's "Paratrooper" will have its New York premiere at the Criterion Theatre on Dec. 30. With Alan Ladd starred, the picture was filmed in England with the cooperation of the British Airborne Forces.

Ridgway a Sponsor

WASHINGTON, Dec. 20.—General Matthew Ridgway, Army Chief of Staff, will sponsor the Washington military premiere of "Cease Fire" at the Ontario Theatre on Jan. 14.

'Spice' at 55th St.

The French comedy, "The Spice of Life," will have its American premiere at the 55th Street Playhouse here on Dec. 28. Imported by Arthur Mayer and Edward Kingsley, the picture is in French with English titles.

Burget Buys Four

BUFFALO, Dec. 20.—Dalton Burget has purchased and is now operating the Regent, State and Capitol Theatres in Dunkirk and the Wintergarden in Jamestown.

Reade Circuit

(Continued from page 1)

the magnetic sound, utilized in the four-track film, to the conventional optical sound system. The cost, at this stage, was estimated at about $3,000 for a house which would spend $8,000 for stereophonic sound equipment.

Gage said there are theatres which can accommodate only a 20-foot screen, making the three horns behind the screen unfeasible. In such theatres, he contended, the auditorium horns also used in stereophonic sound are distracting. It is for these theatres, he stated, that the device is designed. He added that he knew of two or three other circuits which are experimenting along similar lines.

Jackson Park Stay To Be Filed Today

CHICAGO, Dec. 20.—The entering of the order suspending operation of the Jackson Park decree in the Loop between now and June 14, 1953, has been postponed until Monday because attorney Thomas C. McConnell, representing the Jackson Park, was called out of town over the weekend.

L. A. Among Leaders In UA Sales Drive

The Los Angeles, New Haven and Charlotte exchanges of United Artists are leading the 32 branches competing in the 35th anniversary sales drive, it was reported on Friday by co-captains William J. Heineman, vice-president in charge of distribution, and B. G. Kranze, general sales manager.

These latest standings cover the first four weeks of the six-month sales campaign, honoring president Arthur B. Krim. The Los Angeles branch is managed by Richard Carnegie; Harold Keeter heads the Charlotte exchange and Sidney Cooper directs the New Haven exchange. Runner-up to the Los Angeles exchange in the first group is Joseph Sugar and his New York branch, while the third spot is held by the Atlanta exchange managed by B. Adams.

Invite Mayor-Elect To 'Cantor' Opening

Mayor-Elect Robert Wagner, Jr., will head a list of luminaries invited to attend the Wednesday premiere of "The Eddie Cantor Story" at the New York Paramount here.

The Educational Alliance Alumni Association, with Brig. Gen. David Sarnoff acting as honorary chairman of the premiere committee, and the Eddie Cantor Camp Committee, are the sponsors of the premiere. Others slated to attend include Countess de Beaumont, Sir Cedric Hardwicke and Ilka Chase.

'Knights' to Toronto

TORONTO, Dec. 20. — Toronto will be showing its second CinemaScope production when Loew's Theatre opens the engagement of "Knights of the Round Table" in mid-January. The first CinemaScope is at the Imperial where "The Robe" is in its eighth week.

Broadway Will
on New



CINEMAS

INSURES A PROS

FOR THEAT



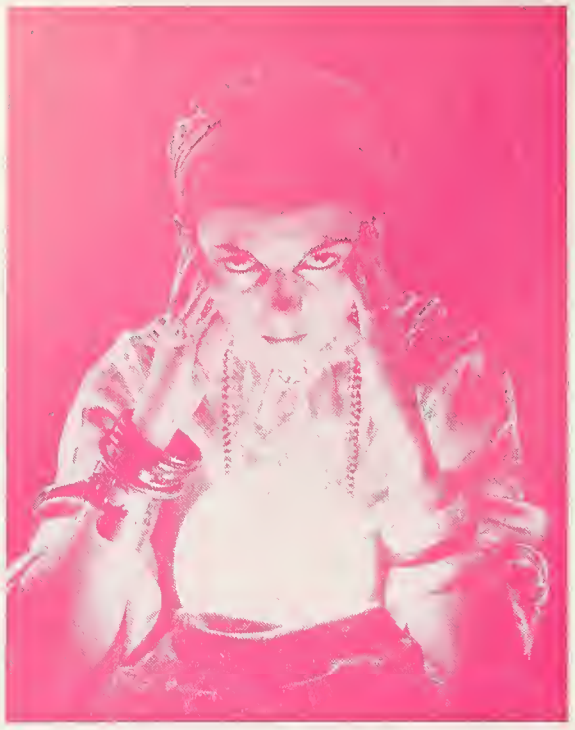
Look Like This Year's Eve!



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PEROUS NEW YEAR

RES LARGE AND SMALL



Speaking of Crystal Balls . . .

IN the *Looking Forward* section—an innovation in the 1953 issue of *FAME*—forthcoming motion pictures were selected as "Candidates for Fame" for the then coming year.

Selections were made according to a pre-evaluation of the assets of features slated for release during the next twelve months—an experiment in prejudging on the basis of the advance information available.

It is notable that taken into consideration was the up-to-date performance record of the stars, writers, directors and producers of each of the features concerned—data taken from the records published in the "Audit of Personalities" sections of the same issue of *FAME*. The significance and reliability of the records in *FAME* have long been realized throughout the industry. . . . . .

About the only value of hindsight is to check on the accuracy of foresight. That the method developed for "Candidates for Fame" in the *Looking Forward* section is sound was proven most decidedly by the fact that it rang up an amazing score of 79% subsequently recorded as box-office "Champions." Look at these titles — in the light of what you know about them *NOW:*

THE BAND WAGON★
CALL ME MADAM★
FROM HERE TO ETERNITY★
HANS CHRISTIAN ANDERSEN★
JULIUS CAESAR
LITTLE BOY LOST★
MOGAMBO★
MOULIN ROUGE★
PETER PAN★
THE ROBE★
SALOME★
SCARED STIFF★
SHANE★
THUNDER BAY

★ Denotes a box-office "Champion" recorded in the monthly reports published in *Motion Picture Herald* during 1953.

The 1954 "Candidates for Fame" are now being selected for the *Looking Forward* section in the coming issue of FAME. Thousands will be watching for it. The findings of FAME are quoted to many millions.

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 74. NO. 119 NEW YORK, U. S. A., TUESDAY, DECEMBER 22, 1953 TEN CENTS

Stockholder Plan

Col. to Study Proposal For Subsidiary

Would Rent or Sell Old Films; Board Elected

Columbia's board of directors yesterday was asked to consider the formation of a new company which would hold old product and other assets that are carried on the company's books for $1. The proposal was made by Lester Martin, a stockholder, at the company's annual stockholders meeting here.

Martin said that the old pictures could be sold or rented for the benefit of the shareholders and that the new company could operate on a tax-free basis. Charles Schwartz, Columbia secretary, said the matter would be considered by the board. Earlier in the meeting, Martin was nominated from

(*Continued on page 7*)

To Determine 20th's Lenticolor Status

Twentieth Century-Fox's status on Lenticolor may be determined this week with the return here from Europe of president Spyros P. Skouras.

For the past five years, 20th-Fox has been working on the development of the color process. However, the recent deal between DeLuxe Laboratories, a 20th-Fox affiliate, and Technicolor, whereby DeLuxe will process Technicolor prints, may change the

(*Continued on page 3*)

Canadian Council to Sponsor Trade Show

TORONTO, Dec. 21.—To give national scope to the feature event, a move has been made to transfer the sponsorship of the Canadian Theatre Equipment Trade Show from the Motion Picture Theatres Association of Ontario to the broader Motion Picture Industry Council of Canada for the staging of the second exhibition here next fall. The step is voluntary.

The Council is expected to have the co-operation of the Canadian section of the Theatre Equipment Dealers Association.

Columbia's Spingold Retires in March to Semi-Active Status

N. B. Spingold, vice-president in charge of advertising-publicity of Columbia Pictures, will retire to a semi-active status in the company's management when his current contract is concluded in March. Spingold said here yesterday that he would continue as a director and would be available for counsel on company matters when the occasions arose.



N. B. Spingold

The day-to-day details now handled by Spingold will be taken over by Paul Lazarus, Jr., home office

(*Continued on page 3*)

McCulloch Reelected By Ontario Owners

TORONTO, Dec. 21.—John M. McCulloch of the Iroquois Theatre, Petrolia, has been reelected president of the Ontario Theatres Association by the new board of directors. Other officers for 1954 are: vice-president, E. G. Forsyth, Odeon Theatres, Toronto; secretary, Lionel Lester, Studio Theatre, Toronto; treasurer, Jack Clarke, Loew's, Toronto; executive secretary, Arch H. Jolley; membership committee chairman, Lionel Lester; chairman of budget and finance, Angus Jewell, Jewel Theatre, Cannington, Ont.

TOA PLANS JOINT INDUSTRY MEETS

Says Arbitration in Distributors' Hands

Theatre Owners of America is awaiting word from distribution on arbitration, TOA president Walter Reade said here yesterday. He said until such word is received from distribution there can be no round-table talks on setting up an arbitration system. "We can't arbitrate with ourselves," Reade declared, reaffirming TOA's position in favor of arbitration with or without Allied.

Subpoena to Protect Distributor Witness

COLUMBUS, O.—To protect distributors' representatives requested to testify in legal actions, the Independent Theatre Owners of Ohio will "resort to the subpoena," said Robert Wile; ITO secretary. Wile's disclosure followed a protest sent to the Paramount home office by L. C. Gross, Cleveland film carrier, who objected to the appearance of John Gentile, salesman for Paramount in the Cincinnati territory, at recent hearings before the Public Utilities Commission of Ohio in the Huntington-Cincinnati trucking lines, rate hike case.

Wile said that Gentile consented to appear after Cincinnati branch managers had been requested by Wile to

(*Continued on page 3*)

Reade Discloses Plan for Exhibition-Distribution Talks on Trade Problems

By MURRAY HOROWITZ

A proposal to hold regular exhibition-distribution meetings is being drafted by the Theatre Owners of America, it was disclosed here yesterday by Walter Reade, TOA president. The meetings would be held with the sales managers committee of the Motion Picture Association of America and representing exhibition would be a committee named by the TOA, Reade explained.



Walter Reade

In outlining TOA's program for 1954, Reade said that the organization hopes and intends to set up a

(*Continued on page 3*)

Sales Heads to Talk Shipping Plan Today

Further study of the central shipping project will be made here today at a meeting of general sales managers who comprise the national distributors committee of the Motion Picture Association of America.

Charles Feldman, chairman of the committee, said that he expected the session to be devoted exclusively to the proposal to pool the shipping and inspection facilities of the various distributors in key cities. The subject of arbitration is not on the agenda, he said, but that topic and others may be brought up by individual committee members.

Boasberg to Head Distributor Group

Charles Boasberg, sales manager of RKO Radio, has been named chairman of the national distributors committee of the Motion Picture Association of America. He succeeds Charles Feldman, general sales manager of Universal. Boasberg will hold the post for a one-year term, starting Jan. 1.

"King of the Khyber Rifles"

[*20th Century-Fox CinemaScope*]

CINEMASCOPE AS A MEDIUM again takes top honors in this production, the fourth to be filmed in the anamorphic process. Scenes of deserts and villages of India are breath-taking and the color in Technicolor is brilliant, offering the patron a pictorial treat. The splendor of the wide-screen image should, in part, compensate for weaknesses in the story such as a formula plot, lack of sufficient action and inability in some parts to achieve sufficient suspense. There are moments, however, when action and suspense do unfold on the screen and in those intervals, with a tremendous assist from the medium, the film is engrossing.

Heading the cast is Tyrone Power, who looks resplendently handsome in uniform. He is assisted by Terry Moore, a young, comely lady living at the garrison, and Michael Rennie, commandant of the garrison and Miss Moore's father. The romance, which has a rocky start but finishes nicely, is adequately handled by the two principals.

The story opens with a near ambush of a British contingent of troops led by Tyrone Power, the captain. The native rebels are commanded

(*Continued on page 3*)

Personal Mention

SPYROS P. SKOURAS, president of 20th Century-Fox, is scheduled to return here tomorrow from Europe.

•

THOMAS L. HOLLING, former president and now secretary of the Buffalo Bill Tent, Circus Saints and Sinners, has been elected president of the Capitol Hill Club, political organization in the upstate city.

•

STEVEN E. PERAKOS, attorney and son of PETER PERAKOS, head of Perakos Theatre Associates, New Britain, Conn., has been elected president of the Young Republican Club there.

•

CHARLES EINFELD, vice-president of 20th Century-Fox, and MRS. EINFELD, have announced the engagement of their daughter, LISE, to RICHARD PAUL MALKIN of Brooklyn.

•

WOLFE COHEN, president of Warner Brothers International Corp., has arrived in Hollywood from Mexico City.

•

FREDRICK BRISSON, producer, and LEONARD GERSH, writer, have arrived in New York from Hollywood.

Disney 'Pan' Contest For RKO Field Staff

Walt Disney Productions is offering the RKO sales force prizes totalling $10,000 in a sales contest for "Peter Pan," all-cartoon color in Technicolor feature currently in general release.

Capital prizes of $1,000, $750 and $500 will go to district managers whose offices deliver the best all-around sales record. Managers who reach their booking goal by contest closing dates, May 6 and June 3, will receive $250 and $200, with graduated smaller amounts going to sales managers and all salesmen in the winning offices. This is said to be the largest sales contest ever sponsored by Disney Productions for a picture.

'Riot' N.E. Bookings To Start on Feb. 25

Openings at the Paramount and Fenwick theatres in Boston on Feb. 25 will spearhead a New England saturation booking for "Riot in Cell Block 11," Allied Artists' Morey Goldstein has disclosed, and will coincide with 150 bookings in Texas preceded by an intensive radio and television campaign.

Crane, Pathe 'Lab' Coast Head, Quits

Resignation of George Crane as superintendent of Pathe Laboratories on the West Coast was announced here yesterday by James Wolcott, executive vice-president. Crane has been with the company since 1939. His resignation becomes effective on Jan. 1. No replacement has been designated as yet.

Lists $32,437,000 U.S. Tax Receipts

WASHINGTON, Dec. 21.—The Internal Revenue Service released admission tax collections figures for October, but cautioned that a change in reporting requirements made them incomplete as a basis for comparison with 1952.

The IRS reported that general admission collections, plus various miscellaneous taxes on over-charges and box leases, amounted to $32,437,000 in October, compared with $32,210,000 in Oct. 1952. Total collections from July through October, it said, totaled only $80,814,000 this year compared to $121,662,000 last year, a drop of $40,848,000 or just about one-third.

However the Service said, "the pattern of excise tax collections by months throughout the current fiscal year will differ from prior years due to the recent changes in the methods by which excise taxpayers file their returns and report their taxes." Instead of filing monthly returns, theatres need now file only a quarterly return. Moreover, this return has a 10-day grace period following the end of the month after each quarter, so that even the October returns would not show the total returns.

United Artists Gets 'Top Banana' Film

"Top Banana," starring Phil Silvers in the film version of his Broadway musical, has been acquired for release by United Artists, it was announced by Arthur B. Krim, president of the company.

Filmed in color by Color Corp. of America, "Top Banana" features a series of tunes with music and lyrics by Johnny Mercer. The film was directed by Alfred E. Green. Supporting Silvers is the entire original Broadway cast, including Rose Marie, Danny Scholl, Judy Lynn, Jack Albertson, Johnny Coy, Joey Faye, Herbie Faye and Walter Dare Wahl. Harry M. Popkin presents "Top Banana," which was produced by Albert Zugsmith and Ben Peskay, with the latter as executive producer.

Childs, Technicolor Director, Dies at 86

Eversley Childs, a director of Technicolor, Inc., and of Technicolor Motion Picture Corp., died here Sunday following a protracted illness. He was 86. He was a pioneer in the field of color films and had been with the Technicolor organization since its earliest days. Funeral services will be held tomorrow afternoon at the Frank E. Campbell Funeral Home.

John Schuberg, 79

TORONTO, Dec. 21.—The death in Vancouver of John Albert Schuberg, 79, has been learned here by film executives. Schuberg was regarded as one of the first film theatre operators in Canada, having started a store show in 1898. He was one of the six "old-timers" who were honored at the first awards dinner of the Canadian Picture Pioneers which was held a year ago.

Celebrity Premiere For 'Cantor Story'

Warner Brothers' "The Eddie Cantor Story" will have its premiere at the Paramount Theatre here tomorrow night with a reserved-seat opening for which a large contingent of celebrities have accepted invitations. The premiere is being sponsored by the Educational Alliance alumni, along with the Eddie Cantor Camp Committee.

Among those who have accepted bids to the affair are Sloane Simpson, Mayor-elect Robert Wagner, Jr., Eddie Fisher, Lady Montgomery, Robert Q. Lewis, Sam Levenson, Rise Stevens, David Sarnoff, Julius La Rosa, Martha Raye, Henry Morgan, Fritzi Scheff, Jackie Gleason, Jane Pickens, and many others, including Keefe Brasselle, who portrays Cantor in the picture. The regular public engagement will start Friday.

'Caesar' Tops 10 Best Of Board of Review

"Julius Caesar" heads the list of the 10 best films of 1953 as chosen by the Committee on Exceptional Films of the National Board of Review of Motion Pictures.

The rest of the board's list follows: "Shane," "From Here to Eternity," "Martin Luther," "Lili," "Roman Holiday," "Stalag 17," "Little Fugitive," "Mogambo," "The Robe."

The board chose as the best foreign film of the year "A Queen Is Crowned." George Stevens was named the year's best director for "Shane." Jean Simmons was chosen the year's best film actress for her work in "Young Bess," "The Robe" and "the Actress." James Mason was voted the year's best actor for his work in "Face to Face," "The Desert Rats," "The Man Between" and "Julius Caesar." Walt Disney's "The Living Desert," the first feature length picture in his True Life Adventure Series, was cited as an outstanding documentary.

Preview Party for 'Heidi' at Carnegie

Thousands of giveaways for youngsters and adults featured the "Heidi" invitation preview and party luncheon at the Little Carnegie Theatre in New York on the weekend which was attended by more than 400 children brought by representatives of New York newspapers, film trade publications, wire services, radio and TV stations and national magazines.

"Heidi," a Lazar Wechsler production which won the grand special award at this year's Venice Film Festival, was shown with "White Mane," grand prize winner at the 1953 Cannes Film Festival. The American premiere of the two productions followed the party preview.

O'Keefe Moves Office

Al O'Keefe, vice-president in charge of distribution for the Pola-Lite Co., manufacturer of the plastic 3-D glasses, has moved his headquarters to the company's office in the Film Center Bldg. here.

Jackson Park, Towne Decrees Relaxed by Chicago Courts

CHICAGO, Dec. 21.—A general relaxation of court supervision of the motion picture industry was foreshadowed by two important court actions here today; the entering of a formal order by Judge Igoe of the Federal District Court suspending for six months all provisions of the Jackson Park decree affecting Loop theatres, including the two-week limitation on first-runs in "defendant" theatres and the requirement that films be released to neighborhood theatres the day after the end of their first runs in "defendant" theatres; and the elimination from the Towne decree of all defendant film companies but United Artists following an out-of-court settlement, freeing "defendant" theatres in Milwaukee from run and clearance limitations heretofore enforced by the decree.

Collusion Still Barred

While the Towne decree still enjoins repetition of collusion by the erstwhile defendants, the Jackson Park decree still has more teeth by virtue of the fact that its provisions regarding neighborhood theatres operated by the defendants still are in force and that the present exemption of Loop theatres is for a limited period, with further hearings to be held starting June 14, 1954.

Although the one-week limitation of defendants' outlying theatres in Chicago has not been lifted, a current report has the Jackson Park agreeing, inasmuch as that theatre is not equipped for CinemaScope, to the defendants bidding for "The Robe," scheduled to open in first subsequent run on Jan. 15, on the basis of two-week runs.

Buys Florida Drive-in

ATLANTA, Dec. 21.—Stein Theatres, of Florida, has taken over the Joy Auto Drive-in Theatre in Ashburn, Ga., and has named Mrs. Estelle Hay, formerly cashier at the Turner Theatre, also in Ashburn, as assistant manager.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"EASY TO LOVE"
starring ESTHER WILLIAMS
VAN JOHNSON • TONY MARTIN
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TOA Plans

(Continued from page 1)

much better liaison with distribution. In order to achieve that aim, Reade said he will send a letter shortly proposing regular meetings to Charles Feldman, chairman of the MPAA sales managers committee. "We would want to meet with them quarterly or as often as necessary" to discuss problems ranging from trade practices to the availability of acetate film, the TOA president stated.

Several Projects Considered

Among other TOA projects for 1954, Reade said, are a research program; to aid in the fight to eliminate the 20 per cent Federal admission tax, and to give more assistance to local and regional TOA organizations.

Reade, commenting on the general outlook for 1954, said he saw more and more films being made in color, the probable standardization of a 3-D, single film strip process, and the improvement of stereophonic sound in the production of films. On the latter score, Reade said the technical advances on stereophonic sound at the studios will increase stereophonic sound installations in theatres. However, he predicted that studios will release films in conventional sound, too, to those theatres in which it is "impractical" to install stereophonic sound equipment.

The TOA president described the product shortage as being "very acute" right now, blaming what he called one of the worst Decembers in years on the lack of product. Being a believer in the law of supply and demand, Reade forecast that this condition would correct itself. In many respects, he added, exhibition will be helpful in the product situation. Some will go into production, others will supply financing and still others will lend encouragement through such means as promising playing time, he said. However, the TOA president saw no "big concerted action" generally by exhibition to get into production.

Sees East and West Strong

Regarding general business conditions among exhibitors, Reade said that he had been talking a great deal all over the country, referring to TOA regional meetings, and he was informed of improved business conditions in the East and Far West. These areas, he maintained, have weathered the competition of television while many areas in the South and Southwest are first feeling the effect of TV, a competitive factor which lessens with the years. There will be many fine films for release in 1954, he stated, and they should be of much help. One of the great problems, Reade continued, is to get some consistency in the grossing performances of pictures, and to try to eliminate the tremendous grossing ups and downs of pictures today.

Looks for Theatre-TV Activity

On theatre TV, Reade said he looked for more activity in that field during the coming year, foreseeing more shows and additional installations. TOA, he continued, is now engaged in a project to try to expand the children's library of the MPAA.

"King of the Khyber Rifles"

(Continued from page 1)

by a ruthless would-be tyrant, played by Guy Rolfe, who is attempting to oust the English on the 100th year of British rule there, in the year of 1857. The ambush is thwarted by a deserting tribesman who warns the British. Soon after, it is established that Tyrone Power is a half-caste, his mother being Indian. This leads to a number of instances of him being snubbed by fellow officers at the garrison in the hills of India and initially, blocks his romance with Terry Moore.

However, much of the story unfurls on the half-caste angle. Because of his knowledge of the language, Power is put in command over the fierce, proud Khyber tribesmen. Sheer accident, too, plays its role. Power, according to the story, was brought up in India by natives following the death of his parents and the boy he was brought up with, his half-brother, leads the rebellion against the British. Following one unsuccessful attempt on his half-brother's life, which almost leads to his disgrace, Power tries another. This time, however, with the help of his Khyber tribesmen, an expedition proves bloody, exciting and successful. The Khyber tribesmen, incidentally, in the last action scene give up their new rifles, fearful that the cartridges are contaminated, being greased by the fat of pigs. The knives they wield compensate for the then modern weapon.

Interwoven in the story are striking scenes of Indian cafes, dancing girls, mountains and panoramic vistas of the desert. All add up to a visual treat which should draw many words of approval from the audience.

Frank P. Rosenberg produced, while Henry King directed, from a screenplay by Ivan Goff and Ben Roberts, and from a story by Harry Kleiner, based on a novel by Talbot Mundy. Others in the cast are John Justin, Guy Rolfe, Richard Stapley, Murray Matheson and Frank de Kova.

Running time, 99 minutes. General audience classification. For January release.

MURRAY HOROWITZ

"Paratrooper"

(Columbia-Warwick) *Hollywood, Dec. 21*

THE FACT THAT ALAN LADD IS at his all-time peak in drawing power as this Warwick production co-starring him with Britain's distinguished Leo Genn comes to American release is its best qualification for success in today's market on this side. It is a picture about the activities and achievements of British-trained paratroopers in World War II prior to, and slightly overlapping, this country's declaration of war. In it the American Ladd, portraying a former member of the American army who has enlisted as a Canadian in the British force, is given frequent opportunity to swing that flat-footed right of his to the vulnerable jaw of other service men who have the ill luck to have (1) wondered aloud how long it will be before the Americans join the war, (2) jest casually concerning the red beret his paratroop wears as uniform, or some such. The swinging of that flat-footed right having won this impassive performer one of the biggest fan followings in show business it's right and proper to figure it'll win him fans and influence box-office in this instance also. Color by Techincolor is another selling point.

The story is from "The Red Beret," a book by Hillary St. George Saunders, via an adaptation by himself and a screen adaptation by the American Sy Bartlett which was used in turn by the American Richard Mailbaum and Frank Nugent in writing the screen play. The American Irving Allen and Albert R. Broccoli produced the picture and the British Terence Young directed it. In the cast with Ladd and Genn are Susan Stephen—who takes care of the romantic responsibilities involved in the narrative—Harry Andrews, Donald Houston, Anthony Bushnell, Patric Doonan, Stanley Baker, Lana Morris, Tim Turner and (literally) hundreds more.

The training given the paratroopers is interestingly presented, and several sequences showing parachute drops, solo and mass, have high visual value. The story, apart from the personal material, is factual. The two instances of armed conflict—one a raid on the Continent, the other a clash in the North African desert—are very convincingly handled.

Running time, 81 minutes. General audience classification. For January release.

WILLIAM R. WEAVER

Many Houses Closing In Chicago Territory

CHICAGO, Dec. 21.—Adversely affected by a combination of sub-normal business over the Thanksgiving holiday, the pre-Christmas slump, the first cold wave of the year and the advent of television in smaller towns, several theatres in this area have closed their doors. Among those closing, or scheduled to close by the first of the year, are Lyle Leek's Oneida, Oneida; Prentice Hampton's Glassford, Glassford; Vernon K. Baker's Fern, Alexis; Rudd Lohrenz's Brad, Bradford; Warner Brothers' Cosmo, Chicago; the Bailey Circuit's Stark, Toulon, and Enos Guanajuato's San Luis, formerly the White Palace, Chicago. Spiro Pappas, who operates the Saunders, Harvard, has taken over the opposition Harvard and will close it on Jan. 1. Chester Kirk's Bement, Bement, was virtually destroyed by a fire last week and no plans are being made for its reconstruction at the present time.

The sole bright note in the picture is the announced reopening of the Alger Circuit's La Salle, in La Salle, on a week-end operation.

Johnston to Address MPIC on Jan. 7

HOLLYWOOD, Dec. 21.—Eric A. Johnston, president of the Motion Picture Association of America, on Jan. 7 will address a special meeting of the Motion Picture Industry Council in response to an invitation tendered by MPIC president Arthur Freed and in line with a suggestion made by Carey Wilson, chairman of the committee on overseas production, in a report submitted at the last previous meeting.

Spingold

(Continued from page 1)

executive. It is reported that Lazarus may be elected to a vice-presidency upon Spingold's semi-retirement.

Spingold joined Columbia in 1933. Previously, he had been a general press representative and prior to that had been a reporter on Chicago newspapers.

Reports that Joseph McConville, president of Columbia Pictures International, also would retire to a semi-active status after Jan. 1 were denied yesterday by McConville. McConville said he would continue in his present capacity. It had been reported that Lacy Kastner, a vice-president of the company who now is in Europe, would take over the international subsidiary. Kastner may come over here to perform executive duties at the home office shortly after Jan. 1.

Subpoena to Protect

(Continued from page 1)

send a representative to the hearing who could testify on the handling of film. "We could have subpoenaed a witness but we did not wish to discommode anyone," said Wile. "We raised no objection to the trucking company having subpoenaed James Christian, head booker for Universal-International," added Wile. "Christian neither testified for or against us. He simply told the truth. So did Gentile."

"The only implication one can make from this affair is that the truckers are afraid that they will lose their case on the facts and therefore have to resort to such tactics as Gross has attempted," concluded Wile.

Lenticolor

(Continued from page 1)

company's participation in the further development of Lenticolor.

The Lenticolor board of directors met in New York last week to discuss the 20th-Fox status in view of the Technicolor affiliation. The board decided to ask Skouras what his company intends to do in regard to its future activities on behalf of Lenticolor. Skouras is due back here from Europe tomorrow.

Pre-Christmas Dull; Chicago Grosses Off

CHICAGO, Dec. 21.—The pre-Christmas slump continues to grip both first-run and outlying theatres here, with only a few exceptions to brighten an otherwise drab box-office picture. One of these bright spots is the Oriental, topping $26,000 in its fourth week with "How to Marry A Millionaire"; another is "This Is Cinerama," still going strong and topping $30,000 in its 20th week at the Palace.

Other good showings are being turned in by "Decameron Nights," surprisingly good for this time of year with $3,000 in its fourth round at the Surf; "The Captain's Paradise," also topping $3,000 at the Ziegfeld in its sixth week, and "The Robe" still over $25,000 in the 13th week of a great run at the State Lake. Most first-runs are marking time until Christmas Day, when business is expected to bounce back from its present low estate.

A Merry Christmas...



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To PARAMOUNT
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To ORPHEUM THEATRE
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To EMPIRE THEATRE
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To ORPHEUM THEATRE
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To HILL STREET & PANTAGES THEATRES
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To KEITH THEATRE
Washington

To STANLEY THEATRE
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To PALM-STATE THEATRE
Detroit

To ORPHEUM THEATRE
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To CENTER THEATRE
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To all Ye movie men

To exhibs, distribs
and front-office sahibs
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Jack, Milton, D. Schary
who used our magazine to show
teen-age fans why they should go
to all the films listed below.

Hans Christian Anderson
All I Desire
By the Light of the Silvery Moon
Roman Holiday
Salome
From Here to Eternity
Those Redheads from Seattle
Scared Stiff
The Girls of Pleasure Island
The Actress
Come Back Little Sheba
Metro's Pictures of the Month

HAPPY NEW YEAR
Come back for more in '54!

We'll warm your seats, fill your tills
Publish all your blurbs and stills
Get our multi-million teens
Regularly before your screens
Along with folks, friends and beaus
Young and old, cats and schmoes
To watch your wondrous tales unfold
And help you build your pot of gold.

WASSAIL *from* seventeen

Better Business Bureau Reports on Status of TV

Because of widespread public confusion on the subject of color television, the National Better Business Bureau has conducted a questionnaire-survey of all the nation's television manufacturers and presented a concensus of their opinions in a report, titled "The Facts About Color Television."

The report states that returns from the NBBB questionnaires clearly demonstrate that there is no basis for public expectations that color receivers will be available in quantity in the near future or that the difference in price between color and black-and-white receivers will soon be a negligible factor. It is the concensus of the manufacturers' opinion that production of color sets during 1954 will be extremely small; that color television receivers will be relatively expensive, retailing somewhere between $700 and $1,000; and that picture sizes of the first color receivers will be relatively small.

See Color Telecasting Limited

"While a few color programs on a limited network will be broadcast to a number of our larger cities during 1954, most authorities in the industry are quoted as agreeing that color programs will be infrequent for many months or until enough color sets have been sold to make color programs worth while to the sponsor. It is also their opinion that black-and-white programs may always outnumber color telecasts," said the NBBB.

Kenneth B. Willson, NBBB's president, stated: "Color television will develop gradually as one more stage in the orderly evolution of the television industry. It will not foment a revolution which would destroy or impair the value of television receivers now in use. Specifically, it will not obsolete the black-and-white (monochrome) receiving set you now own or contemplate purchasing.

"On the contrary, these sets will receive future color broadcasts, and reproduce the pictures in conventional black-and-white with the same high quality as is provided by the standard black-and-white broadcasts on the air today.

"This is good news for those who have invested over $7,000,000,000, in the 25,000,000 black-and-white television receivers now in use in the United States.

"These facts should also allay the fears of millions of other American who have deferred the purchase of a television set in the mistaken belief that the advent of color would automatically relegate all black-and-white receivers to the junk heap. No longer need they deprive themselves of the entertainment and cultural advantages which television of the present day offers."

Disney to Move to New Quarters Here

An entire floor in the new 23-story building at 477 Madison Avenue here has been leased by Walt Disney Productions, which will occupy the space when the building opens in the early spring. The transaction involves a net floor area of approximately 13,200 square feet.

The new quarters will house the Disney organization and its subsidiaries, Buena Vista Film Distributing Co., Walt Disney Character Merchandising Division and the Walt Disney Music Co. All now are at 1270 Sixth Ave.

Co-Presidents Named For Publicists Guild

The Publicists Guild of New York, for the first time in its history, has elected co-presidents. They are Dick Linke, publicity-promotion manager for Capitol Records, and Walter Kaner, public relations. The other officers are: John O'Malley, first vice-president; Spencer Hare, second vice-president; Lillian Pickard, treasurer, and Edward N. Mintz, secretary.

Legion's Latest List Has 2 in 'B,' 6 in 'A'

"Forbidden" and "Fugitive in Trieste" have been placed in Class B in the latest listing of the Legion of Decency. Six films are in Class A: "Stranger on the Prowl" and "Anita Garibaldi" in Section II and "El Alamein," "Give A Girl A Break," "Rob Roy" and "Song of the Land" in Section I.

New Film Society Formed in Canada

TORONTO, Dec. 21.—The formation of the Canadian Film Society for the combining of an estimated 40 community film councils as a separate section of the Canadian Film Institute, with headquarters in Ottawa, is regarded here as a significant development.

Ian MacNeill of the National Film Board has been named provisional president of the society until its first meeting next year in Toronto. One purpose of the group will be the operation of a film booking service throughout the country.

Rembusch Chairman Of Indiana Tax Drive

Trueman T. Rembusch has been named chairman of the COMPO tax repeal drive committee for Indiana.

Others on the committee are Alex Manta of Chicago, Marc Wolf of Indianapolis, Lisle Kreighbaum of Rochester, S. J. Gregory of Chicago, Richard Lochry of Indianapolis, Duncan Kennedy of Chicago, Oscar Fine of Evansville, Al Borkenstein of Fort Wayne and Bruce Kixmiller of Bicknell.

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Col. Old Films

(*Continued from page* 1)

the floor for a board membership but he asked that his name be withdrawn.

All present directors of the company were reelected by the stockholders yesterday. They were Harry Cohn, Jack Cohn, A. Schneider, Leo M. Blancke, N. B. Spingold, A. Montague, Donald S. Stralen, Alfred Hart and Abraham M. Sonnabend.

Another proposal was made by V. H. Mardfin, a stockholder, who said that he represented a committee of three who sought to "streamline" the company's management. Mardfin proposed that a policy of cumulative voting for directors be adopted and that two independent directors be elected to represent the smaller shareholders who represent 60 per cent of the outstanding common stock. He was critical of what he termed excessive salaries and expense accounts of some of the executives. Mardfin asserted that the company management needed reorganizing.

Had List of Stockholders

Because the stockholders' meeting was held about two months earlier than the usual time, Mardfin said he was unable to contact the other stockholders in order to put his proposals into a resolution. He asserted that he had been denied the opportunity to get a new list of stockholders, although he had been provided a list earlier this year.

In answer to questions regarding company business, A. Schneider, vice-president and treasurer, said the step-up in income started in June and that the first quarter did not reflect the grosses of "From Here to Eternity." The September quarter, he said, showed a gross of around $18,000,000, of which $1,500,000 resulted from "From Here to Eternity." It was estimated that the December quarter would see a gross of approximately $20,000,000.

Harry Cohn Increases His Columbia Holdings

WASHINGTON, Dec. 21.—Harry Cohn, president of Columbia Pictures, in November purchased 1,000 shares of common stock in the company, increasing his direct holdings to 130,236 shares, the Securities and Exchange Commission reported. Cohn also has direct holdings of 400 shares of preferred .

Sign Sales Pact for 'Sovereign Theatre'

HOLLYWOOD, Dec. 21.—Television Programs of America will distribute the series of films known as "Sovereign Theatre" in accordance with an agreement signed with Sovereign Productions. The contract permits Sovereign to sell the films jointly with TPA. The series consists of 52 half-hour dramas originally produced as the "General Electric Theatre" and "Jewelers Showcase" for Hamilton Watch Co.

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THE COLORFUL PAGEANTRY of the Tournament of Roses parade in Pasadena will be colorcast via NBCoast-to-coast (12:15-1:45 P.M.) on Jan. 1 with at least 21 cities picking up the color, and others viewing the proceedings in present black & white reception. F. W. Woolworth will pick up the tab for the show, which will be emceed by Don Ameche, announced by Roy Neal and Jimmy Wallington, and will feature Gen. William F. Dean, as grand marshal of the parade. . . . Mike Dutton, producer of the hilarious "Mogen David Wine"derful Sunday nite "Dollar a Second" series via Du Mont, emceed by comic Jan Murray, will resign from the show to produce a new Dutton-Moss TV package, "A Fool and His Money," starring Ed Wynn, who'll "explain Rube Goldberg inventions." Jess Kimmel will take over the Jan Murray series reins. . . . Ziggy Talent, former comic-saxaphonist with Vaughn Monroe ork, has formed his own quartet, Ziggy Talent & His Talent, vocal and instrumental group that's going places.

☆ ☆ ☆

Jack (Smiley) Lescoulie, announcer on "The Jackie Gleason Show" and Dave Garroway's "Today," will cover the Mardi Gras portion of the latter program when it originates from New Orleans at Mardi Gras time next Feb. . . . His fine job on the Affair and "Page One Journal" has earned Ted Nelson reappointment as director of the Newspaper Guild's annual ball next May. . . . Jackie Gleason has just cut an album for Capitol consisting of eight songs written around his TV characterizations. Incidentally, Jackie, as this Christmas Gleason's greetings, presented every member of the orchestra and the entire show's stage crew with a wrist watch. . . . Radio dead? Not by a long shot if CBSquire Robert Q. Lewis is any criterion (and he is). Bob's new full hour radio program which starts CBSaturday, Jan. 2 (11:00-12:00 noon) is completely sold out. . . . Veep Bob Weitman has arranged for Martin Block's "Block Party" program, which preems at midnite Thursday, to originate at the Little Theatre on 44th St., where top-flight screen, radio and TV stars will drop in to ABCongratulate Martin on a coast-to-coast network.



Jack Lescoulie

☆ ☆ ☆

If TV network time can be cleared next month, Raymond Spector Adv. Agency will exercise its option on Demini Productions' new action quiz, "Fast Money," which is serviced by the Ralph Edwards office and stars Richard Llewyllu for Hazel Bishop. . . . Mavro Productions has signed Hy Turkin, "Daily News" (N.Y.) sportswriter and WPIX sportscaster, to write and narrate a series of 13 historic fight telefilms for regional and network schedules. . . . VIDEOKAYS: Dorothy Marucki's ("S. Pacific" ballerina) dramasterful emoting in a recent "CBStudio One"; Jackie Cooper's great performance as the jazz musician on Bob Montgomery's "Birth of the Blues" presentation on NBC-TV last week; Herb Sheldon's fine personal efforts towards wiping out local juve delinqueney; Warren Hull's smooth emceeing on "CBStrike It Rich", Walter Cronkhite's thrilling "You Are There," CBSeries of TVehicles; Big Jon Arthur's intelligent story-telling for moppets via ABCincinnati.

☆ ☆ ☆

Sound Masters, Inc., has just completed shooting 39 new introductions, station-breaks and closing segs for the NBC-TV film division's Paragon Playhouse series (formerly "Douglas Fairbanks Presents"). Walter Abel is the program's new host. . . . Ida Lupino makes her TV debut on Thursday's telecast of "House for Sale," over CBS (8:30 P.M.) on the "Singer Four Star Playhouse." . . . Gillette will spend a cool three hundred grand in a special tri-city TV (NBC) and radio (ABC) program on Christmas Day titled, "Christmas with the Stars," from 10:00-11:00 P.M., with which Bob Hope, Tyrone Power, Tony Martin, Rochester and the Sportsmen Quartet (from Hollywood), Victor Borge, Eddie Fisher, Roz Russell, Helen Hayes and Rosemary Clooney (from N.Y.) and the Boston Pops Orchestra, sounding off from the Hub. Jimmy Powers will emcee, with Joe Santley the producer. Last time Gillette spent a similar amount was for the World's championship prize fight telecast between Jersey Joe Walcott and Rocky Marciano which ended in a first round K.O.

They called her "wicked"... and didn't know the half of it!



"WICKED WOMAN"

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VOL. 74. NO. 120 NEW YORK, U. S. A., WEDNESDAY, DECEMBER 23, 1953 TEN CENTS

Central Depot

Committee Set To Study Plan For Shipping

3-Man Group to Survey And Report in January

A three-man committee was appointed yesterday by the national distributors committee to study all phases, angles and problems in connection with the proposed centralization of film shipping and inspection in key cities.

The committee consists of Charles Reagan, general sales manager of M-G-M; A. Montague, general sales manager of Columbia, and William Gehring, executive assistant general sales manager of 20th Century-Fox.

Charles Feldman, chairman of the national committee, said here yesterday following a meeting that the appointment of the committee was an important step toward the establish-

(*Continued on page* 4)

WB Hollywood Plant Taken by Paramount

HOLLYWOOD, Dec. 22.—In a transaction believed to involve several million dollars, Paramount Pictures Corp. today purchased the 100-acre Hollywood studio of Warner Brothers, where the first talking pictures were made. Paramount will move its television station—KTLA—together with the studio to the newly-acquired property and will provide space there for the long-planned museum of the Motion Picture Relief Fund.

The transaction also provides that Paramount will lease back to Warners a portion of the space which the lat-

(*Continued on page* 4)

Filmakers Schedules Five Features in '54

HOLLYWOOD, Dec. 22.—Filmakers Releasing Organization will produce five features during the coming year, with "Story of a Cop" as next to go, with production starting next month, it was disclosed here today by Irving Levin, president of the company. Collyer Young will produce and Don Siegel will direct a cast headed by Ida Lupino.

British, European Screen Ad Firms Plan Global Circulation Setup, Including U.S.

LONDON, Dec. 22.—Screen advertising concerns here and on the Continent have formed the International Screen Advertising Service which, it is planned, will be extended to the United States, the British Commonwealth and other parts of the world, giving global circulation to screen advertising.

It is claimed that present members have contractual advertising outlets in approximately 15,800 theatres in Britain, France, Germany, Belgium and Italy. Negotiations for the extension of the organization are in progress now. Members will pool resources and ideas.

Moving spirits behind the organization are the heads of the British firm of Pearl and Dean, Ltd., formerly with the J. Arthur Rank-controlled screen advertising firm of Langford's. They have exclusive advertising rights in the A. B. C. circuit and a considerable number of independent theatres here.

Court Reverses Itself, Bans 'Medical' Films

BALTIMORE, Dec. 22.—The Maryland Board of Motion Picture Censors' ban on "medical" reels in three motion picture productions was affirmed today by Judge Herman Moser in Baltimore City Court. At the same time, however, Moser urged an appeal from his ruling by the distributors to determine whether the state board has a legal existence status.

One of the films, "Street Corner," previously had been approved by Moser, but he revised his decision after listening to additional medical testimony offered by the censor board. Medical reels were ordered deleted from that film and also from two others, "The Story of Bob and Sally" and "Mom and Dad."

In affirming the board's action, Judge Moser took the position that the medical reels are the only reasons for the film. He stated he could not "in good conscience permit well-prepared, good intentioned medical reels to be used as an excuse for motion

(*Continued on page* 2)

Italian Producers Ask Government Aid

ROME, Dec. 22.—With a new film law under consideration in Italy, the Italian Association of Producers is urging the Government that such law contain provisions for special licensing of distributors and producers which will raise the compulsory projection-total of native films from 80 to 120 days yearly for each film.

It is also suggested that the present government subsidy of 10 per cent of the gross income of all pictures be increased to 16 per cent.

It was confirmed here today that

(*Continued on page* 4)

'Knights of the Round Table'

[*Metro-Goldwyn-Mayer*]
(CinemaScope) *Hollywood, Dec. 22*

MGM's FIRST PICTURE in CinemaScope is a magnificent production; a tremendous attraction. It tells in eloquent Eastman color spread lavishly but validly over its sometimes mile-wide vistas of terrain how the fabulous King Arthur and his heroic "Knights of the Round Table" held young England together in the Fifth Century following the departure of the Roman legions and when lordlings, big and small, competed for power, fairly if convenient; otherwise, if not. The film has a great cast, with literally thousands taking part in the rousing battle scenes. It is certain to make impressive box office history wherever and whenever shown.

Robert Taylor, whose "Ivanhoe" is among the screen's financial toppers, plays here with equal or greater conviction the role of Sir Lancelot, King Arthur's staunch right hand. Ava Gardner is properly decorous as Queen Guinevere, whose love for Lancelot is not kept secret in this version, and Anne Crawford is strikingly fair and gentle as the ill-fated Elaine. Mel Ferrer is noble and stately enough, without

(*Continued on page* 6)

Skouras Adamant

Bars Changes In C'Scope Policy in U. K.

Rank's Theatres Accept Sound, Screen Demands

By PETER BURNUP

LONDON, Dec. 22.—Spyros Skouras, 20th Century-Fox president, stood adamant on two fronts here today against changes in the company's CinemaScope sales policy with respect either to approved theatre screens or to stereophonic sound.

At an informal meeting with leaders of the Cinematograph Exhibitors Association, and later with John Davis, managing director of the J. Arthur Rank Organization, Skouras steadfastly refused to make concessions either in the way of waiving the company's insistence upon four-track stereophonic sound for its CinemaScope presentations or modifying its demand for Miracle Mirror, Astrolite or other screens of equivalent quality.

In the case of the Rank Organization, Skouras' stand will mean the replacement of Stableford wide screens already installed in many of its theatres

(*Continued on page* 4)

2nd-Run Chi. Terms For 'Robe' Revealed

CHICAGO, Dec. 22.—Confirming a report circulating here yesterday, the Jackson Park attorney, Thomas C. McConnell, verified the fact that he and his clients have waived the two-week outlying run limitation on "defendant" theatres to allow them to run "The Robe" for two weeks, inasmuch as the Jackson Park will not be equipped for CinemaScope by the time the picture is released for its first subsequent runs on Jan. 15. McConnell

(*Continued on page* 4)

RKO's A.A. Schubart, 55, Dies Suddenly

Aage A. Schubart, 55, RKO Radio manager of branch operations since 1937, died suddenly Monday night at Columbus Hospital here, from a cerebral hemorrhage.

Schubart, who was born in Copenhagen, started in the industry in 1921,

(*Continued on page* 6)

Personal Mention

LAWRENCE WEINGARTEN, M-G-M studio executive and producer, plans to leave New York for Hollywood on Sunday.

•

BOB CONN, 20th Century-Fox branch manager in Indianapolis, has been elected chief barker of Indianapolis Variety Club Tent No. 10.

•

WILLARD COGHLAN has joined Warner Brothers as Northwest representative, covering Portland and Seattle.

•

VICTOR MATURE left here last night for the Coast, with stopovers scheduled for Chicago and Louisville.

•

ABE OLMAN, general manager of Robbins Music Co., has returned to New York from London.

Murray and Burkett Joining Pathe 'Lab'

Pathe Laboratories has created two new executive positions in its West Coast division, in anticipation of an increase in demand for color processing, both of theatrical and television motion pictures.

The new Pathe officials, both of whom have been executives of Color Corp. of America, are Otis W. Murray and James S. Burkett, as announced by James L. Wolcott, company vice-president.

Murray will be Pathe vice-president in charge of West Coast operations. For two years he has been vice-president and general manager of Color Corp., manufacturers of Cinecolor motion picture film and was Color Corp. director of research for five years. For 10 years he was a color research engineer for duPont.

Burkett was named sales manager for Pathe's West Coast division under Charles Amory, Coast sales vice-president. Burkett has been Color Corp. vice-president in charge of sales. Starting in distribution in 1914, he operated his own film exchanges for a period, and for 10 years was a producer for Monogram, Republic and Eagle-Lion.

Wolcott pointed out that Pathe, a subsidiary of Chesapeake Industries, is receiving an increased flow of Pathecolor business from its Hollywood laboratory, with a much greater increase expected because of the beginning of color telecasts.

Nat Cohen Due Here On Release Plans

LONDON, Dec. 22.—Nat Cohen, director with Stuart Levy of Anglo-Amalgamated Film Ditributors, has left here for the U. S. with a print of the just completed "Dangerous Voyage," starring William Lundigan. He will discuss distribution and further joint production projects.

The company is now shooting "The Sleeping Tiger," at Nettlefold studios, starring Alexis Smith, Alexander Knox and Dirk Bogarde.

Irving Sulds Joins Theatre Network TV

Irving Paul Sulds, for the past three years theatre television consultant to American Broadcasting - Paramount Theatres, has joined Theatre Network Television in an executive capacity, it was announced by Nathan L. Halpern, president of TNT. Sulds will assist Halpern in all phases of the network's operations but will emphasize sales and production for Tele-Sessions, the division which specializes in closed-circuit television uses by industry and business.

Sulds is a pioneer in the medium. While with AB-PT, he was responsible for such theatre television "firsts" at Notre Dame football games, Civil Defense training sessions, the first New York Technical Career Conference, and the first use of closed-circuit kinescoping for sales training films. He has written and lectured on the subject and has conducted technical and programming seminars with the Special Devices Center of the U. S. Navy, the Theatre Guild, and the Symphony Concert Orchestras Managers group, as well as numerous advertising agencies.

'Eternity' Sets New Marks at Capitol

Columbia's "From Here to Eternity" will bow out of the Capitol Theatre here tonight after a run of 20 weeks and one day, breaking every record at the 34-year-old house from the standpoint of gross receipts, length of stay and attendance, Columbia and the theatre management reported yesterday.

Opening on Aug. 4, the picture rang up a gross, after Federal taxes, in excess of $1,450,000. It also set a new mark for a single day when $31,496 passed through the box-office, and for a weekend with $59,788, as well as for a week which took in $171,674.

Previous record-holders at the Capitol were "Moulin Rouge," 15 weeks; "Gone with the Wind," 11 weeks and two days, and "Since You Went Away" and "Anchors Aweigh," 10 weeks each.

"From Here to Eternity," it was pointed out, played with no stage show and its only concession to the so-called "new look" was that the Capitol and some of the other theatres in which it has played across the country utilized a wide-screen and stereophonic sound. At the Capitol, the picture was seen by more than 1,200,000 ticket-buyers, with a one-day high of more than 25,000.

"Sadie Thompson" Opens Tonight at Capitol

Columbia's "Miss Sadie Thompson" will have its premiere tonight at a midnight premiere at the Capitol Theatre here. The late debut was arranged so that Broadway stars can attend after performances in their respective theatres.

Jose Ferrer, co-star with Rita Hayworth in the picture, will be present, along with five other cast members, Aldo Ray, Harry Bellaver, Russell Collins, Rudy Bond and Henry Slate.

'Medical Film'

(*Continued from page* 1)

picture productions allegedly designed for entertainment purposes."

Judge Moser declared he feels "the time has come when the powers, even the very existence of the Maryland Censor Board be settled by the highest court in the state. At that time, he added, the Maryland Court of Appeals should also have the benefit of U. S. Supreme Court decisions in two pending cases.

It has previously been stated by Moser that the Maryland Censor Board has failed to establish standards by which it measures and determines what is obscene and indecent, the basis for banning a film.

150 Attend AMPA's Yuletide Party Here

The Associated Motion Picture Advertisers closed its year's activities here yesterday with its annual Christmas luncheon which was attended by approximately 150 persons in the Hotel Piccadilly. The affair was strictly festive.

President Lige Brien presided from a dais at which sat several past presidents of AMPA, including Martin Starr, Leon Bamberger, Gordon White, Vincent Trotta, Rutgers Neilson and Harry McWilliams. Al Floersheimer of the Walter Reade circuit also was a dais guest.

Prizes Plentiful

There were door prizes galore, ranging from bottles, jewelry, books, records and cosmetics to a trip to Florida. The lucky fellow who won the latter prize was Merlin Lewis of "The Film Daily."

Md. Lifts Ban on 'Captain's Paradise'

BALTIMORE, Dec. 22.—The ban on "Captain's Paradise" was lifted today through a reluctant approval by the Maryland Board of Censors. Earlier the board had declined to license the film and United Artists appealed for reconsideration.

The order issued today permitting exhibition of the film in Maryland stemmed from that appeal. The censor board said continuation of its ban undoubtedly would find the board in Baltimore City Court.

The picture does not have a Production Code seal.

Continental Acquires U.S. Rights to 'Test'

United States distribution rights to "The Final Test," new J. Arthur Rank comedy, have been acquired by Continental Distributing, Inc., in accordance with an agreement just signed by Frank Kassler, president of Continental, who is now making arrangements for an American premiere engagement at a New York specialized film theatre.

Walter Reade, Jr., president of the Reade circuit and the Theatre Owners of America, is associated with Kassler in Continental.

Citizens, MPA, MGM Promote Reopening

NORWALK, CONN., Dec. 22.—Pat Crowley, Paramount's new star, East for the holidays, will be Hollywood's representative at the opening of the Norwalk Theatre Saturday night. The date was arranged by Paramount as a goodwill gesture to Norwalk citizens who are voluntarily campaigning to assure the success of the house that has been closed three years. Also pitching in for the premiere are the Motion Picture Association of America and M-G-M, whose "Easy to Love" will be the opening feature.

Alda to 'M.C.' on TV At 'Cantor' Premiere

Robert Alda will be the master-of-ceremonies tonight at the 30-minute telecast from the Paramount Theatre lobby here where Warner Brothers' "The Eddie Cantor Story" will have its New York premiere at a special evening performance. Alda will interview prominent celebrities over ABC-TV as they enter the theatre.

The premiere is being sponsored by the Educational Alliance Alumni Association and the Eddie Cantor Camp Committee. Keefe Brasselle, who plays the title role, also will be present.

"Hondo," the current attraction at the Paramount, will resume tomorrow, the "Eddie Cantor Story" opening on Christmas Day.

Aaronoff Will Open Own Publicity Office

Ed Aaronoff, veteran show business publicist, has resigned from the Universal-International home office publicity department, effective Jan. 1, to open his own office.

Aaronoff, who was with Warner Brothers in New York for several years, will handle commercial and show business accounts in New York.

Services Today for Henry Reiner, 57

Henry Reiner, 57, New York sales representative for National Screen Service for 17 years, died Monday night at Royal Hospital after a brief illness. Reiner had been in the screen announcement service for many years. He is survived by his widow, Claire, and three sons, Lawrence, Richard and Robert.

Funeral services will be held from the Riverside Funeral Chapel at 10:15 this morning.

Abraham Mopper Dead

Abraham Mopper, counsel to the New York Independent Theatre Owners Association and a member of the New York law firm of Wiseman, Celler, Allan & Spett, died here yesterday. He is survived by his widow and a daughter.

Services will be held this morning at the Park West Memorial Chapel.

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ALL THIS AND A MILLION DOLLARS WORTH OF PROMOTION TOO!

America's No. 1 favorites, the stars of TV's famed "I Love Lucy" come to the screen in a riotous M-G-M comedy promoted sky-high!



JUST ONE OF THE BIG "JUBILEE" HITS!

Eagerly Awaited by The Fans!

LUCILLE BALL · DESI ARNAZ "THE LONG, LONG TRAILER"

(Everything gorgeous in color!)

SEE TRADE SHOW JAN. 4th and Plan Your Campaign!

In addition to M-G-M's great magazine and newspaper campaign on "THE LONG, LONG TRAILER" there will be:

Duplicates of the deluxe New Moon Trailer used in the picture (see photo above) will spark the ballyhoo in all key city openings. A big New Moon Trailer magazine saturation campaign simultaneous with picture's release.

Two beautiful starlets will cover key cities in a New Moon Trailer for colorful newspaper promotion.

Vast national TV coverage on America's No. 1 program, the Philip Morris "I Love Lucy," starring Lucy and Desi. Tied in locally for theatre penetration by 500 field representatives with special posters, window cards and other material selling "The Long, Long Trailer" through supermarkets, drug chains, tobacco stores, etc.

Mercury dealers from Coast to Coast in big promotion for their car used in the picture.

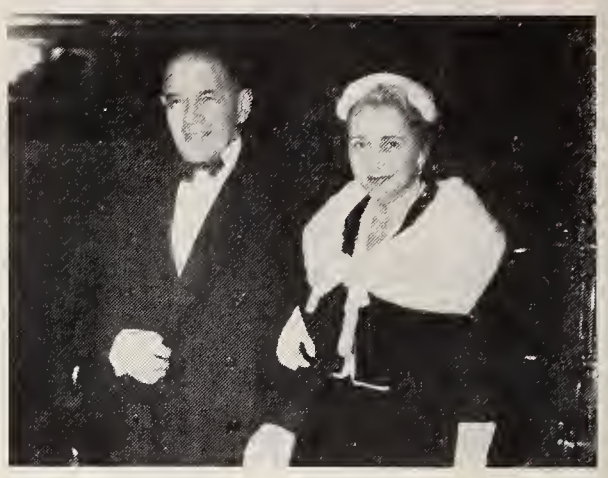
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M-G-M presents LUCILLE BALL • DESI ARNAZ in "THE LONG, LONG TRAILER" • with Marjorie Main • Keenan Wynn
Screen Play by Albert Hackett and Frances Goodrich • Based on the Novel by Clinton Twiss • Photographed in Ansco Color
Print by Technicolor • Directed by Vincente Minnelli • Produced by Pandro S. Berman

'Rifles,' in CinemaScope, in Rivoli Bow







A GALA INVITATIONAL WORLD PREMIERE greeted the fourth CinemaScope production from 20th Century-Fox, "King of the Khyber Rifles," at the Rivoli Theatre here last night. Attending the debut of the adventure drama starring Tyrone Power, Terry Moore and Michael Rennie were industry leaders, stars of show business, civic and social leaders, and the press. Pictured at the theatre for the festive program, are: (left to right) first photo: Leonard H. Goldenson, president of American Broadcasting-Paramount Theatres, and Mrs. Goldenson. Center photo: Otto Koegel, general counsel of 20th Century-Fox; Jack Cohn, vice-president of Columbia Pictures, and Charles Einfeld, vice-president of 20th Century-Fox in charge of advertising and publicity. Right photo: J. Myer Schine, president of the Schine Circuit, and Mrs. Schine.

'Khyber Rifles' Bows At Rivoli Here in Gala Premiere

Twentieth Century-Fox's "King of the Khyber Rifles" in CinemaScope was unveiled here last night at the Rivoli Theatre where the invitational world premiere was held before an audience representing the arts, business, social and political spheres. Among those invited were Mrs. Franklin D. Roosevelt, Mr. and Mrs. James Farley, Martha Raye, Jackie Gleason, Maggi McNellis, Eddie Albert, Piper Laurie, Vanessa Brown, Jessica Dragonette, Audrey Meadows, and scores of other top names.

Among the front-of-the-house activities in connection with the opening was the appearance of a Scotch bagpipe band and the arrival of two models on a mechanical elephant. The premiere was covered by Movietone newsreel cameras, TV and radio and newspaper photographers.

Included on the program was a special CinemaScope short subject, "Dancers of the Deep," a water ballet filmed at Cypress Gardens, Fla. It was produced by 20th-Fox's new CinemaScope short subject department, headed by Otto Lang.

Tax Relief Meeting Gets U.K. Gov't Nod

LONDON, Dec. 22.—Chancellor of the Exchequer Richard A. Butler today told the industry here he would be unable to meet the trade delegation on entertainment tax relief prior to his departure for Australia early in January. However, Butler arranged for a meeting to be held by the delegation with Boyd Carpenter, Treasury financial secretary, to discuss the trade's plan for a £7,000,000 ($19,600,000) cut in the tax on theatres.

A date for the meeting remains to be set.

C'Scope Policy in U.K.

(*Continued from page* 1)

which have contracted to play "How to Marry A Millionaire."

Skouras told the C. E. A. delegation of the tests which 20th-Fox has agreed to make in the U. S. next month on single track sound. He said in view of those tests he could not discuss a change in policy now but would meet with C. E. A. representatives again, probably at the end of January, when the Ohio tests will have been completed.

Following the meeting with Davis, it was definitely confirmed here that Rank's theatre company agreed to equip 75 of its key theatres with the full CinemaScope requisites. It is understood that Davis demonstrated the Stableford screen for Skouras but to no avail.

By the end of next May, it is anticipated, there will be 300 full CinemaScope installations here.

Skouras let it be known here that CinemaScope, insofar as he is concerned, is a matter of all or nothing, and he is not disposed currently to consider partial installations. He was to have left here for New York by plane later this evening.

"How to Marry A Millionaire" will open at Rank's Marble Arch Odeon on Jan. 14. Full stereophonic sound and a Miracle Mirror screen are being installed in the theatre now. In addition, 12 of Rank's Gaumont British provincial houses are being equipped to open the picture on Feb. 1.

Meanwhile, "The Robe," playing at Rank's Leicester Square Odeon, continues to gross about double what a normal picture does there, despite the current pre-Christmas lull.

It is learned from Rank's British Optical and Precision Engineers group, maker and distributor of CinemaScope equipment, that it costs £200 ($560) to get a Miracle Mirror screen here from the U. S. by plane. B.O.P.E. now imports CinemaScope materials from America but hopes at an early date to be able to manufacture it completely here.

The 450-theatre A.B.C. circuit here, which has been shying away from CinemaScope installations, now is installing panoramic screens made by a subsidiary of its parent company, Associated British Picture Corp., in several of its houses with the claim that it will accommodate CinemaScope and any other wide screen process.

G. E. Fielding, the circuit's chief engineer, is in the U. S. to study equipment systems apart from CinemaScope. Under a working arrangement with M-G-M, A.B.C. has first refusal of all that company's product and it is regarded as certain that Metro's "Knights of the Round Table" in CinemaScope will be played throughout the circuit. The film was made with Metro's own single track sound system.

Committee Set

(*Continued from page* 1)

ment of the project. The three-man group will pursue the plan in order to "weed out some of the bugs," Feldman said, and will report back to the general committee at a meeting to be held in January.

The plan will be tried out initially in New York, it was said. The idea of putting the project to a test also in Charlotte will not be attempted, at least until after the New York trial.

Italian Producers

(*Continued from page* 1)

negotiations are in progress between Italy and the U.S.S.R., for a film agreement between the two countries.

The association revealed that imports of foreign films to Italy during 1953 totaled $10,000,000 less than in the previous year, while the nation's exports in the same period doubled.

Six major producers in Italy have scheduled production totaling 13 billion lira for 1954, it is estimated.

'Robe' Terms

(*Continued from page* 1)

was emphatic, however, in asserting that the exception has been granted by the Jackson Park for only this one instance.

Written bids for first subsequent run exhibition of "The Robe" here must be in the 20th Century-Fox office not later than noon tomorrow, according to the bid letter sent out by the company. Conditions for running the film are outlined as follows in the letter:

'Properly Equipped'

"To be in a position to compete for a run of 'The Robe,' your theatre must be properly equipped for the reproduction of the sound from four tracks on the same film as the picture, and all other necessary changes which are required to project CinemaScope film, including a curved screen in the proper dimensions and of such quality as to properly reflect the CinemaScope image. All proposals to be considered must contain the following terms: 50 per cent of the gross receipts after tax deductions with no deduction of any kind from the gross receipts for any additional attraction or second feature. Minimum playing time: seven days. Maximum playing time, this run: fourteen days."

WB Hollywood Plant

(*Continued from page* 1)

ter company now uses for the production of cartoons.

Warners acquired the Sunset Boulevard property in 1920, developed talking pictures there and moved in 1928 to the present Warner studios in Burbank.

Color TV Standards Effective on Jan. 22

WASHINGTON, Dec. 22. — The new color television standards, as approved on Friday by the Federal Communications Commission, will become effective on Jan. 22, in accordance with a commission directive issued this week.

THE MASK IS OFF!

Timely! Torrid! Shocking!

Headline stories in magazines and newspapers across the country have alerted the nation to the scandalous conduct of the unknown doctor behind the mask—the man they call "The Ghost Surgeon"!

Now, for the first time, the screen brings movie-goers the inside story of the medical shadow-world!



COLUMBIA PICTURES presents

Charlton HESTON · Lizabeth SCOTT

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BAD FOR EACH OTHER

with Mildred Dunnock · Arthur Franz · Ray Collins

Screen Play by IRVING WALLACE and HORACE McCOY • Associate Producer WILLIAM FADIMAN • Directed by IRVING RAPPER

HERE IS DRAMATIC ENTERTAINMENT...LOADED WITH BOXOFFICE DYNAMITE!

FROM Columbia!

National Pre-Selling

"CEASE FIRE," reports "Look's" current issue, "was directed by Owen Crump who arrived in Korea for shooting with a crew of six and the bare essentials of equipment. Having no boom for his microphone, he sent Korean boys to find a tree."

"Crump selected his actors by circulating through the 7th Division, looking for men who fitted certain story types. In general, the men selected played themselves, acting and speaking as they would in combat situations."

Major General William Dean, Korean war hero saw "Cease Fire" at a special screening. "It was so real it made me sweat," he said.

•

"Kiss Me, Kate," reports Phil Hartung in "Woman's Home Companion's" January issue, "as a musical version of 'The Taming of the Shrew,' is more Cole Porter than Shakespeare."

Summing up, the "Companion's" reaction was that "the fine cast is at its best singing and dancing to Porter's clever songs in this handsome musical."

•

"Annapurna," reports "Life's" current issue, "is a bitter record of the price paid by two indomitable men for a historic achievement and has just reached the U. S., three-and-a-half years after that exploit took place.

"The film 'Annapurna' is a stark chronicle of how these two, Maurice Herzog and Louis Lachenal, topped a mountain peak over 26,000 feet high for the first time in history," it was said.

"Shot in Technicolor, the film takes the party of French Alpinists and Sherpia aides on a desperate retreat —almost fatal to injured leader Herzog—down from the blue ice of 'Annapurna's' steep sides and then through the steamy green jungle that leads to safety."

•

"The Glenn Miller Story's" star, Jimmy Stewart, shows off his two-year-old twins to the readers of "McCall's" January issue. Jimmy says, "The twins always want to do the same things at the same time, only in opposite directions."

Many photographs of the twins, showing them at meals, in twin cribs and in a bathtub together, appear in the issue.

•

All of the editorial matter in the January issue of "Seventeen" was written by teen-agers. Under the title of "A Look at New Movies," Ardath Perkins, an 18-year-old freshman at Stanford University. writes about a survey she made at five San Francisco high schools to find out the likes and dislikes of teen-agers to motion pictures now being shown.

In the same issue, Arnold Alpert, 17-year-old student of De Witt Clinton High School of New York City, reviewed "The Best Years of Our Lives." Alpert was nine years old when "The Best Years of Our Lives" was released for the first time.

'Knights of the Round Table'

(*Continued from page* 1)

failing to perform some feats of arms for readers who have doted on his deeds of daring all these generations. M. Stanley Baker's Modred is properly sinister.

Filmed in England, the picture is rich in broad, deep scenes in which men battle, single and in armies, using broadswords, lances and arrows, all equipment that went along with suits of shining armour when knighthood was in flower. All that people ever have read into any King Arthur story is seen here in grandeur and glamour which not even the imagination has achieved heretofore.

Pandro S. Berman's famed grasp of big projects is much in evidence throughout this Herculean endeavor. Richard Thorpe's handling of one of the largest casts ever assembled is a distinguished accomplishment. The screenplay by Talbot Jennings, Jan Lustig and Noel Langley is from Sir Thomas Lamory's "Le Morte d'Arthur."

Running time, 116 minutes. General audience classification.

WILLIAM R. WEAVER

Jail Film Featured; Convicts Hide There

DETROIT, Dec. 22.—Three escaped convicts whose daring break from Southern Michigan Prison in Jackson made national news Sunday spent several hours hiding out in the Wisper and Westman Roxy theatre here. The current picture is "Inside the Walls of Folsom Prison."

Schubart Dies

(*Continued from page* 1)

in the auditing division of Hodkinson Pictures. Through mergers of companies, he served successively with Producers Distributors, Pathe, and then RKO Radio. In 1937 he was promoted to the position he held at the time of his death.

Schubart is survived by his widow, Doris. Funeral services will be held tonight at 8:00 at the Fred Herbst Funeral Parlor, Brooklyn. The funeral will be held tomorrow morning.

'Knights' on TV Friday

A three-minute portion of M-G-M's "Knights of the Round Table" will be featured as part of the Gillette Christmas show over the Coast-to-Coast television network of NBC which will be broadcast from Hollywood on Friday. Mel Ferrer, who co-stars in the film with Robert Taylor, will appear on the show in person.



* WANTED by exhibitors everywhere!

THE BIGAMIST

starring
JOAN FONTAINE • EDMOND O'BRIEN • IDA LUPINO
and EDMUND GWENN

Written for the screen and Produced by COLLIER YOUNG
Directed by IDA LUPINO
Distributed by Filmakers Releasing Organization

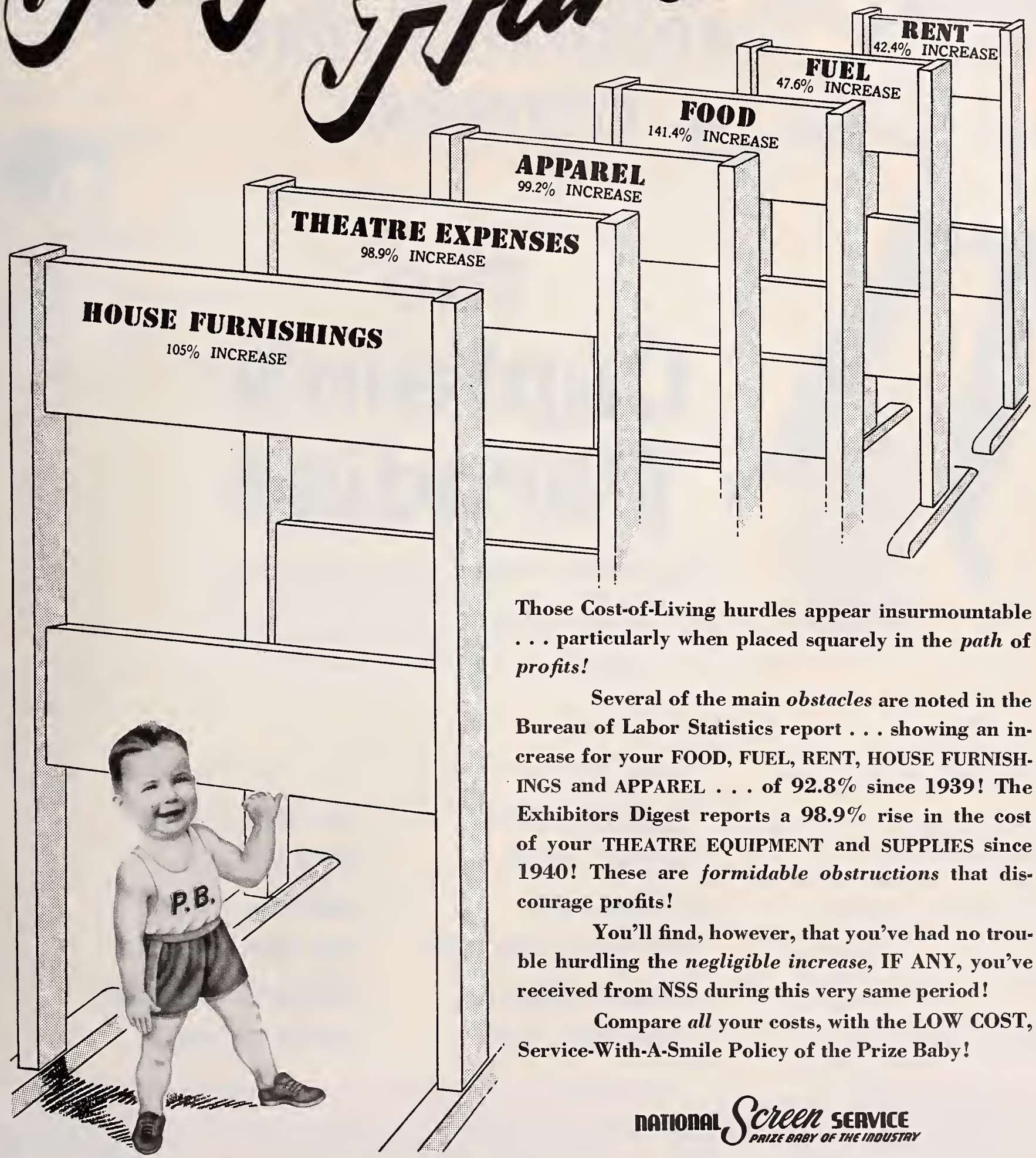
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NEW ENGLAND SATURATION JANUARY
OPENINGS • PARAMOUNT — LOEWS
*INTERSTATE CIRCUIT • TEXAS
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— and many more!

Get Set, New York!
EASTERN PREMIERE, ASTOR THEATRE
ON BROADWAY OPENING CHRISTMAS
FOR EXTENDED RUN!

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SCOTT LETT
300 W. Third St. (1), 4-6426
CHICAGO
ALBERT DEZEL
831 S. Wabash Ave. (5), HA. 7-3626
CINCINNATI
JAY M. GOLDBERG
1632 Central Parkway (10), Main 4852
CLEVELAND
BERNIE RUBIN
2108 Payne Avenue (14), Main 9376
DALLAS
HERMAN BEIERSDORF
2011 Jacksan St. (1), RA. 8055
DENVER
TOM H. BAILEY
2071 Broadway (2), Acama 0639
DES MOINES-OMAHA
WILLIAM FELD
112 High St., Des Maines, 2-6583
DETROIT
ALBERT DEZEL
2310 Cass Ave. (1), WO. 1-0646
INDIANAPOLIS
JOSEPH W. BOHN
441 N. Illinois St. (4), LI. 4438
KANSAS CITY
W. H. GAFFNEY
118 W. 18th St. (8), VI. 8498
LOS ANGELES
CHARLES KRANZ
1968 S. Vermant Ave. (17), RE. 1-1141
MEMPHIS
FRED A. MEYERS
361 Secand St., 5-2386
MILWAUKEE
WM. BENJAMIN
706 W. State St. (3), BR. 2-6922
MINNEAPOLIS
DONALD E. SWARTZ
1109 Currie Ave. Narth (3), LI. 7013
NEW ORLEANS
HAROLD F. COHEN
150 S. Liberty St. (12), RA. 9538
NEW YORK
JACK BELLMAN & JOE FELDER
630 Ninth Ave. (36), CI. 3-0980
OKLAHOMA CITY
CARR SCOTT
708 W. Grand Ave. (1), 7-7125
PHILADELPHIA
JACK ENGEL
1315 Vine St. (7), LO. 3-9020
PITTSBURGH
M. BRAUMAN & B. STEARN
415 Van Braam St. (19), AT. 1-1630
PORTLAND
J. ENGERMAN & Z. VOLCHOK
1806 N.W. Kearney St. (9), BR. 5465
ST. LOUIS
G. PHILLIPS & H. GORELICK
3216 Olive St. (3), JE. 6397
SALT LAKE CITY
TOM H. BAILEY
260 E. First Sauth St. (1), 9-7663
SAN FRANCISCO
AL GRUBSTICK
255 Hyde St. (2), OR. 3-9846
SEATTLE
J. ENGERMAN & Z. VOLCHOK
2414 Secand Ave. (1), SE. 4787
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You'll find, however, that you've had no trouble hurdling the *negligible increase*, IF ANY, you've received from NSS during this very same period!

Compare *all* your costs, with the LOW COST, Service-With-A-Smile Policy of the Prize Baby!

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PRIZE BABY OF THE INDUSTRY

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THE TWO-TIMING CAPTAIN IS MAKING ***BOXOFFICE TIME*** EVERYWHERE!







LONDON FILMS present

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starring

ALEC GUINNESS • YVONNE DE CARLO • CELIA JOHNSON

with Charles Goldner • Miles Malleson • Bill Fraser • Nicholas Phipps
AN ANTHONY KIMMINS PRODUCTION • Screenplay by ALEC COPPEL and NICHOLAS PHIPPS • PRODUCED AND DIRECTED BY ANTHONY KIMMINS
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"Should do hefty gross!" —*Variety*

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Doing smash business in all first engagements!

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STAMFORD – PLAZA
LOS ANGELES – RITZ
HARTFORD – ART
MEMPHIS – WARNER
NEW YORK – PARIS
CLEVELAND – STILLMAN
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NOW watch for hundreds more ***general-audience*** *situations coming up!*

35TH ANNIVERSARY 1919 UA 1954

A Merry, Merry Christmas To All
from
FIRST IN FILM NEWS
MOTION PICTURE DAILY
Accurate Concise and Impartial

VOL. 74. NO. 121 NEW YORK, U.S.A., THURSDAY, DECEMBER 24, 1953 TEN CENTS

7-City Gross

$6,500,000 by Jan. 1 Is Seen For Cinerama

Si Fabian Estimates That 3,500,000 Will View It

A tremendous $6,500,000 gross was seen for "This Is Cinerama" by Jan. 1, in its seven-city engagement, by Si H. Fabian, president of Stanley Warner. It will be seen by 3,500,000 people, he stated.

For a limited, key-city presentation, Fabian claimed that the gross and attendance are unmatched by anything in the history of the business. Since its premiere in New York on Sept. 30, 1952, where it continues to play to capacity business, "Cinerama" has opened equally successful engagements in Detroit, Los Angeles, Chicago, Philadelphia, Washington and Pittsburgh, Fabian continued. It will bow in San Francisco on Christmas

(*Continued on page 7*)

Chas. Skouras, Stein Cited for Bond Aid

LOS ANGELES, Dec. 23.—Joe Messick, California representative of the U. S. Treasury Department, has presented citations to Charles Skouras, head of Fox West Coast theatres, and Fred Stein, managing director of United Artists Theatres. Documents, signed by George Humphreys, Secretary of the Treasury, commended the two for "outstanding service to the government in presenting the case of United States Defense Bonds."

The citations were delivered simultaneously with the local release at Loew's State and the Hollywood Egyptian Theatre of Pete Smith's "Cash Stashers," M-G-M. The subject, made at the request of and with the cooperation of the Treasury Department, hints strongly that Defense Bonds are a better way to safeguard savings than hiding $100 bills at home.

Personalities Greet 'Cantor Story' Here At the Paramount

(Photos on Page 4)

A capacity audience of celebrities greeted the premiere of Warner Brothers' "The Eddie Cantor Story" at a reserved-seat premiere in the Paramount Theatre here last night. The debut was sponsored by the Educational Alliance and the Eddie Cantor Camp Committee.

Traffic in Times Square was almost stopped as crowds swarmed around the theatre entrance where ABC television and Pathe newsreel cameras photographed the arrivals who were interviewed by Robert Alda, master-of-ceremonies. Among those who welcomed the personalities were Keefe Brasselle, who plays the title

(*Continued on page 4*)

Industry Group Is Enlarged for Drive

Arthur Klein, theatrical producer, has been named third co-chairman to head the amusement division for the Greater New York Councils of Boy Scouts' fund-raising campaign. He joins Charles Boasberg and Spyros S. Skouras, who were previously announced as co-chairmen in this industry's part of the drive.

Klein will appoint field chairmen covering performers, producers, legitimate theatre owners, managers and

(*Continued on page 7*)

'Captain's Paradise' Given Code Seal

HOLLYWOOD, Dec. 23.—A Production Code seal has been issued to "The Captain's Paradise," London Films' production, being distributed here by United Artists, following revisions in the film suggested by the P.C.A., it was confirmed here today.

The Maryland censor board which had refused to license the original version, on Tuesday acted favorably on U.A.'s request for reconsideration of it.

410 Holiday Openings For 'Scope Films

A record number of engagements for the Christmas holidays was claimed here yesterday by 20th Century-Fox, which will have a total number of 410 Christmas Day openings for its CinemaScope pictures.

There will be 254 engagements of "The Robe" across the U.S., 94 openings of "How to Marry a Millionaire," 56 for "Beneath the 12-Mile Reef" and six pre-release engagements of "King of the Khyber Rifles."

20th-Fox to Release Eight More 'Scope Films by Next Sept.

A schedule of eight CinemaScope releases from February to September of next year, was disclosed here yesterday in a 20th Century-Fox report to stockholders rendered by Spyros Skouras, president.

It was also stated that earning prospects for the fourth quarter of 1953 are excellent and will exceed earnings for the first 39 weeks, which were $1,433,000. Earning prospects for the first quarter of 1954 are likewise excellent, the report stated. Regarding "The Robe," the report said that in the United States and Canada alone, playing in approximately 260

(*Continued on page 4*)

Home Offices Frolic Today; Early Closing

It will be a half-day of business operations today at all home offices here, as a majority of them will turn to their annual personnel Yuletide parties. M-G-M held its Christmas festivities yesterday with a buffet luncheon.

The Columbians will stop work at 1:00 o'clock and then join in an office get-together. Paramount's employes will move across the street to the Hotel Astor shortly after noon for their Christmas party, while Repub-

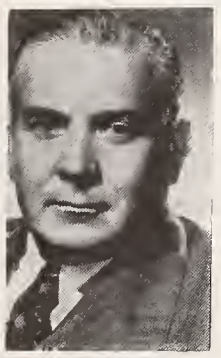
(*Continued on page 6*)

Top Business

$106,000,000 '53 Gross Seen For 20th-Fox

Skouras Holds Firm on Stereo, Screen Policies

Gross revenues of 20th Century-Fox in 1953 will hit a record $106,000,000, it was disclosed here yesterday as Spyros P. Skouras, president, returned to New York from Europe.



Spyros P. Skouras

Skouras, at a press interview at the home office, reiterated that he will not compromise on what he called "the components" of CinemaScope, referring to stereophonic sound and an approved screen.

Expressing his determination to "keep the medium intact," Skouras acknowledged that in his

(*Continued on page 4*)

Snow Storm Reduces K.C. Business 85%

KANSAS CITY, Dec. 23.—Although weather cleared in this area yesterday following a severe storm on Monday, theatre attendance was cut by 85 per cent. An eight-inch snow caused much traffic congestion and warnings were broadcast advising residents to avoid unnecessary motoring.

Highways were open but side roads were blocked. Public and parochial schools reopened today after having been closed yesterday.

A preview of "Knights of the Round Table" at Loew's Midland Theatre was held yesterday morning despite the storm.

Merry Christmas
35TH ANNIVERSARY 1919 UA 1954
QUALITY PICTURES in QUANTITY

Personal Mention

SI FABIAN, president of Stanley Warner, and HARRY KALMINE, vice-president, are expected to return here from San Francisco on Monday.

•

ADELINE STRUZZIERO, secretary at the office of Independent Exhibitors, Inc., Boston, will be married on Feb. 13 at Immaculate Conception Church, Stoughton, to PAUL A. CARTER, of Braintree.

•

NORMAN W. ELSON, president of Embassy Newsreel Theatres, left here yesterday aboard the "Flandre" with MRS. ELSON and their children on a 12-day cruise to the West Indies.

•

STEVE NOWALSKI has leased the closed Cleveland Heights Theatre, Cleveland, and will reopen it shortly after the first of the year.

•

MRS. J. J. PARKER, of J. J. Parker Theatres, Portland, Ore., has returned there following a trip to New York.

•

ALICE GINSBERG of the TOA office here will be married on Jan. 3 to LEONARD MARGOLIS.

Brazilians Tell Of Plans for Festival

A delegation of stars and executives from Hollywood will attend the Brazilian Film Festival in Sao Paulo Feb. 12-26, it was asserted here this week by Dias Menezes, festival press director, at a luncheon given by Brazilian officials. Consul-General J. B. de Berenguer Cesar said that the event would rank in importance with those held in other countries.

Robert Corkery, negotiator for the Motion Picture Export Association, told of plans for the festival and for the reception of foreign visitors.

Cite M-G-M for Shorts

The annual award of the Nostradamus Society was presented to M-G-M this week at a banquet in the Waldorf Astoria here and was accepted by Silas F. Seadler, advertising manager of M-G-M. The award honors M-G-M for its series of Nostradamus shorts produced by Carey Wilson.

To Show Italian Films

The Momart Theatre in Brooklyn will inaugurate a policy of first-run sub-titled Italian films aimed primarily for the Italo-American neighborhood residents. Harry Brock, manager, will present initially Beniamino Gigli in "The Singing Taxi Driver" and Yvonne Sanson and Amedeo Nazzari in "Tormento."

No Paper Tomorrow

Motion Picture Daily will not be published tomorrow, Christmas Day, a legal holiday.

'Sadie Thompson' in New York Premiere

"Miss Sadie Thompson" was ushered in at the Capital Theatre here last midnight before a celebrity-filled audience. The Columbia color in Technicolor 3-D version of the Maugham story stars Rita Hayworth and Jose Ferrer. The latter was host at the premiere to his friends of the theatre world and outstanding figures from many walks of life in the City of New York.

A contingent of actors from the cast of "Miss Sadie Thompson" was on hand, led by featured player Aldo Ray and including Harry Bellaver, Russell Collins, Rudy Bond and Henry Slate.

Sheen, Ball, Sullivan Catholic Poll Victors

Bishop Fulton J. Sheen, Lucille Ball and Ed Sullivan took first, second and third places, respectively, in the first poll of readers of the "Catholic Digest" to determine their television preferences. Eight of the 12 programs which headed the poll emanate from CBS-TV.

The other high-rated shows, in the order of their running, were "Dragnet," "Godfrey and His Friends," "What's My Line," "Our Miss Brooks," "I Remember Mama," "Jackie Gleason," "Studio One," "You Bet Your Life" and Liberace.

The poll will continue on a monthly basis.

Rev. Hayes Assistant Secretary of Legion

Rev. Paul J. Hayes has been named assistant executive secretary of the National Legion of Decency by the Most Reverend William A. Scully, D.D., Co-Adjutor Bishop of Albany and chairman of the Episcopal Committee on Motion Pictures.

Father Hayes is a priest of the Archdiocese of Newark and was released for this work by Archbishop Thomas A. Boland, D. D. He is presently stationed at St. John the Baptist Church in Jersey City.

Special Cinerama 'Youth' Shows Set

The first in a series of special young people's performances of "This Is Cinerama" will be held here Monday morning at the Warner Theatre. Boy Scouts and Girl Scouts of the Metropolitan area will be admitted for $1, on a non-reserved-seat basis.

A second showing for youth groups, including grade, high school and college students, on the same dollar basis, will be held on the afternoon of Jan. 8.

Buys Half of KOIN

PORTLAND, Ore., Dec. 23.—M. J. Frey, publisher of the Portland "Oregonian," has purchased a half interest in the Mt. Hood Radio and Television Broadcasting Corp., operators of KOIN, AM and FM, and television station, KOIN-TV. Ted Gamble is president of the corporation.

New French Pact in Its Final Stages

A new French pact is in its final stages and may be completed by the end of next week, it was reported here following a meeting of distributors' foreign managers. There were some objections to the 110 permits proposed by France for U. S. imports, but this subject will be discussed at a meeting next week.

Paul Gregory Forms Production Company

HOLLYWOOD, Dec. 23.— Paul Gregory, stage producer, has formed Paul Gregory Productions and has stated he will personally produce two pictures annually under that insignia. Charles Laughton, who has been associated with Gregory in his theatrical enterprises, will be similarly related to his film productions. Gregory is making arrangements to headquarter here after the first of the year, and expects to have first picture, "Night of the Hunter," a novel by David Grubb for which he paid $75,000, in production by July.

Cumbaa and Martin Circuit Now Has 17

LEESBURG, Fla., Dec. 23.—Bill P. Cumbaa, general manager of M. C. M. Theatres, with headquarters in Leesburg, reports that his company had purchased four theatres from B. B. Garner and associates of Lakeland.

The theatres are the State, Eustis, Movie Garden Drive-in, Eustis; Princess, Mt. Dora, and the Uma at Umatilla. The purchase, a cash transaction, brings the M. C. M. circuit to 17 theatres, 10 of which are in Lake County.

Other officers of the circuit are Hugh G. Martin, Sr., and Major Hugh G. Martin, Jr., now serving with the 7th Army in Germany.

2nd Postponements Of 2 Buffalo Cases

BUFFALO, Dec. 23.—The suit of the Martina Corp., of Albion, N. Y., against 14 distributors and exhibitors and three individuals, has again been postponed, this time to Jan. 18. The corporation seeks treble damages against the defendants, charging they are acting in restraint of trade. The postponement was agreed to by Judge John Knight, in Buffalo Federal Court.

The Schine Circuit divestiture hearing, which had been scheduled for trial before Judge Knight today, also has again been postponed for a month, to Jan. 25.

James Sharum Dead

MEMPHIS, Dec. 23.—James J. Sharum, 57, former Lieutenant Governor of Arkansas and owner of the Sharum Theatre at Walnut Ridge, Ark., died here today at Baptist Hospital of a heart ailment.

Danville, Va., Suit Of Leonard Lea Formally Dismissed

WASHINGTON, Dec. 23.—Federal District Court Judge Walter Bastian has dismissed a three-year old anti-trust suit brought by Leonard Lea, Danville, Va., exhibitor, after Lea and the distributor defendants formally announced they had settled their differences.

Lea brought the suit in 1950 against eight distributors, claiming he had been injured in the clearance position assigned to his two Danville theatres. Early this month it was announced that Lea and the distributors had reached an agreement, involving a monetary award to Lea. Today, the agreement was formally announced to the court, the case dismissed, and the money handed over to Lea.

However, Lea didn't enjoy possession of the check very long. An Internal Revenue service agent announced the government claims Lea owes back taxes and is therefore attaching the check. Lea denies he owes any Federal taxes.

Wm. Free to Make A Religious Picture

William Free, who wrote the screen play for "The Son of God," based on an adaptation from the Revised Standard Version of the Holy Bible, is en route to Hollywood to start preparations for a flight to the Holy Land where the four-hour feature will be filmed. Free will produce, direct and will play the lead. Negotiations are said to be underway for release through United Artists.

Ray Smith Is Named Shea Circuit 'V.P.'

Ray Smith is now a vice-president of Jamestown Amusement Co. While continuing as head of the buying and booking department, he will engage himself further in over-all operations as assistant to Gerald Shea, president of the company. Smith has been with the organization for 24 years.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"EASY TO LOVE"
starring ESTHER WILLIAMS
VAN JOHNSON • TONY MARTIN
color by TECHNICOLOR • An M-G-M Picture
and The Music Hall's Great Christmas Stage Show
and SPECTACULAR STAGE PRESENTATION

STARTS TOMORROW
THE Eddie Cantor STORY
COLOR BY TECHNICOLOR
PARAMOUNT
TIMES SQUARE

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Ma, they're makin' eyes at me!





WARNER BROS.
PRESENT

"THE Eddie Cantor STORY"

COLOR BY TECHNICOLOR

STARRING KEEFE BRASSELLE — He becomes a star of stars – as Eddie Cantor! — ★ MARILYN ERSKINE

WITH ALINE MacMAHON and WILL ROGERS, Jr. AS HIS DAD

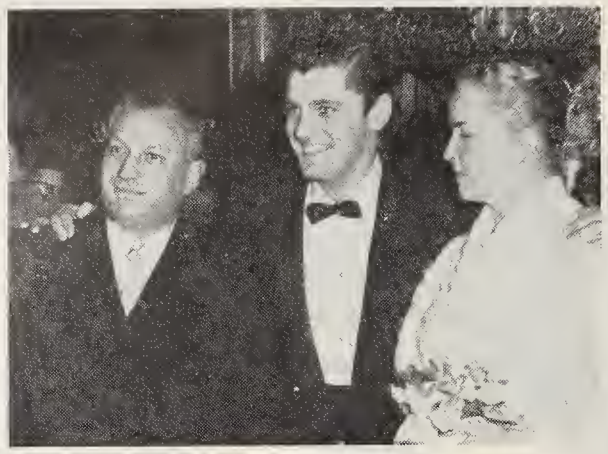
SCREEN PLAY BY JEROME WEIDMAN, TED SHERDEMAN AND SIDNEY SKOLSKY • PRODUCED BY SIDNEY SKOLSKY • DIRECTED BY ALFRED E. GREEN

Musical Numbers Staged and Directed by LeRoy Prinz • Musical Direction by Ray Heindorf

CAN BE EXHIBITED ON WIDE SCREENS

Glittering Turnout for 'Eddie Cantor' Bow







IN A GLOWING SALUTE to the world-famed comedian, a capacity audience of celebrities from all walks of life turned out for the glamorous special premiere of Warner Brothers' "The Eddie Cantor Story," in color by Technicolor, at the Paramount Theatre here last night. The opening was held under the auspices of the Educational Alliance Alumni Association and the Eddie Cantor Camp Committee. In addition to a half-hour telecast from the theatre lobby over ABC-TV with Robert Alda as master-of-ceremonies, the premiere was the highlight of last night's telecast of Ralph Edwards' "This Is Your Life" program over the NBC-TV network, with Eddie Cantor as the subject. Pictured above arriving at the theatre are: (left to right), first photo: Aline MacMahon, featured in the production, and Judge Jonah Goldstein. Second photo: Ben Kalmenson, Warner Brothers vice-president in charge of distribution; Keefe Brasselle, who portrays Cantor in the picture, and Mrs. Brasselle. Third photo: Sloane Simpson, Hulan Jack, borough-president-elect of Manhattan, and Paul Whiteman.

'Cantor Story'

(*Continued from page* 1)

role in the picture, and David Sarnoff, chairman of the premiere committee.

Invitations to the premiere had been accepted by Mayor-elect Robert Wagner, Jr., Denise Dareel, Dolores Gray, Jane Pickens, Countess de Beaumont, Bobby Breen, Nina Foch, Roberta Peters, Sir Cedric Hardwicke, Ilka Chase, Eddie Fisher, Jackie Gleason, Aline MacMahon, Paul Whiteman, Bess Myerson, Fannie Hurst, Bill Stern, Charles Corwin, Robert Q. Lewis, Sam Levenson, Lady Montgomery, Sloane Simpson, Geraldine Page, Jackie Miles, Rise Stevens, Julius La Rosa, Martha Raye, Rocky Graziano, Al Capp, Gloria DeHaven, Henry Morgan, Tex and Jinx, Fritzi Scheff, Maggi McNellis and others.

"Hondo," the current Paramount Theatre attraction, will resume its engagement today and "The Eddie Cantor Story" will start its regular run tomorrow.

Defer Col. Election

Columbia Pictures' board of directors, at a meeting here yesterday, deferred the scheduled election of officers until another meeting in January. It was said that yesterday's meeting was devoted to "routine matters."

Skouras Set 'Scope Deals in Europe

From 25 to 40 deals for CinemaScope productions were completed in Europe during the three-week visit there of Spyros Skouras, 20th Century-Fox president, Skouras said here yesterday on his return.

The 20th-Fox president said he made deals in every country he visited, including England, Germany, France and Italy.

Spyros Skouras Says

(*Continued from page* 1)

three-week tour of Europe he was met by exhibitor complaints regarding either stereophonic sound or 20th-Fox's screen requirements. He said that CinemaScope cannot be a successful job without stereophonic sound or the required screen.

The 20th-Fox president maintained that the success of CinemaScope depends on the superiority of that medium over the conventional one and to take any of the components away from CinemaScope would tend to bring that medium down to the level of conventional films. Such thinking, Skouras declared, is responsible for the closing of 6,000 theatres in the U.S.

Einfeld Makes Comparisons

Skouras, pressed by a business engagement, had to bring the conference to an abrupt end. Charles Einfeld, vice-president in charge of advertising, publicity and exploitation, who attended the conference, cited the estimated gross earnings of the company. The $106,000,000 world-wide gross revenues, the biggest in the history of the company, compares to the gross of $93,000,000 for 1952, he said. Einfeld attributed the rise in revenue to CinemaScope and such pictures as "The Robe," "How to Marry a Millionaire," "Beneath the 12-Mile Reef," and "King of the Khyber Rifles." Previously, Skouras predicted "The Robe" will prove to be the industry's greatest grosser.

Einfeld broke up the estimated $106,000,000 gross into an estimated $67,300,000 domestic and $38,250,000 foreign, compared with 1952 domestic gross of $57,400,000 and $35,737,000 foreign.

Skouras, in response to a question, said 20th-Fox's CinemaScope policies will not be governed by how other film companies release their CinemaScope pictures. If other companies do not insist upon stereophonic sound, or quality screen requirements, that is up to them, Skouras said. The 20th-Fox president declined to define what he considers a "small, narrow theatre," the type exempted from the CinemaScope screen requirements of 20th-Fox. He said initially that such a theatre is one in which its screen presents the same angle from any part of the theatre. He then amended this by saying that each theatre will be considered on an individual basis.

Discusses Ohio Tests

In this connection, he maintained that all screen manufacturers in the U.S., due to the impact of the Magna Glow and Astrolite screens, have improved their screens. In passing, he mentioned the forthcoming tests in Ohio of CinemaScope, with and without stereophonic sound.

Skouras said that he planned to return to England Feb. 1. He said that any policies adopted by the company domestically will also be adopted on a world-wide basis. The lowering of the screen requirements for small, narrow theatres here, he added, will also be adopted abroad, provided that satisfactory local screens are developed.

Regarding the future of the industry, Skouras underlined his belief that it will be good provided it advances technically and artistically. He pointed to the auto industry as an example of one that has had tremendous success because it has changed its styles. The motion picture industry, he went on, has not had a new innovation since the introduction of sound.

Would Not Raise Prices

In response to a question, Skouras expressed his belief that current admission prices are as much as the public can afford. He said he would have an announcement regarding the drive-in situation shortly, adding that he recognized the importance of the drive-ins.

While in Europe, he said, he visited Italy, Greece, Ireland, Germany and England, and everywhere acclaim for CinemaScope was unanimous. An additional 350 to 500 CinemaScope installations in England by the end of May and at least from 500 to 750 installations for Continental Europe was predicted by Skouras.

20th Releases

(*Continued from page* 1)

theatres, the theatre gross is already more than $15,000,000.

The following release schedule for CinemaScope films was contained in the report: February, "Hell and High Water"; March, "Night People"; April, "Prince Valiant"; May, "River of No Return"; June, "We Believe in Love"; July, "Garden of Evil"; August, "Demetrius and the Gladiators"; September, "The Egyptian."

All of the pictures except "The Egyptian," it was noted, have been completed. As previously stated, at least 14 CinemaScope productions will be released in 1954 by 20th-Fox.

Schneider Named RKO Sydney Head

Dan Schneider has been named RKO Radio Sydney branch manager, succeeding Tom Walcott, resigned, Alfred Crown, RKO foreign manager, announced.

Schneider entered the Australian film industry in 1927 in the head office sales department of First National Pictures. After a short period as Victoria sales representative, he was transferred to North Queensland. In 1930 he left to join RKO Radio as Queensland salesman. In 1934, Schneider was appointed RKO Radio branch manager in Brisbane and served for nearly 20 years in that capacity.


Love's new sweet song
True love never did run smoothly—
not in the continuity. But in filming
it must . . . *if new-day budgets are*
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Censor Ignores TV 'Sadie' in Memphis; Barred in Theatres

MEMPHIS, Dec. 23.—It didn't worry Lloyd T. Binford, 88, chairman of the Memphis and Shelby County board of censors, in the least that the Rita Hayworth dance scene from "Sadie Thompson" was shown on television in Memphis.

The scene, ordered cut by the Memphis censors before the film could be shown here, was on Dave Garroway's "Today," an early morning news program on WMCT today. Garroway said it had been found objectionable in some places, although he did not mention Memphis. It was shown twice on the program.

"We have no authority over television," Binford said. "It is something that comes into their own homes. Citizens can be their own censors of television. I know one man who said he put his television set up into the attic because he objected to things he saw on it."

Columbia Pictures said the film would not be shown in Memphis rather than submit to the censorship of the dance scene, although it had already been booked and advertised for the Malco Theatre here. Columbia hinted at court action and Binford replied he welcomed a court test.

However, all Memphis saw the dance scene on television that Memphis censors had refused to let be shown in the theatre.

ATLANTA, Dec. 23.—The City of Covington, Tenn., about 40 miles from Memphis, where some of the films banned by the Memphis film censorship board have been shown, has appointed its own censor board.

Record Album Is Cut From 'Miller' Sound

A record album, featuring highlights from the orchestral sound track of "The Glenn Miller Story," is being completed by Decca and Coral Records for Universal-International and will be used as an integral part of the promotional campaign for the picture, which will have its world premiere at the Miami, Carib and Miracle Theatres in Miami on Jan. 19. The film stars James Stewart and June Allyson.

In addition to the album taken from the sound track, Decca is planning a special campaign on Jerry Gray's album, "Salute to Glenn Miller," and Coral is planning a campaign on an album presenting the Modernaires, who are featured in the picture.



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Reviews

"Drums of Tahiti"

(Columbia)
(3-Dimension)

WITH THE ADDED LURE of well-focused 3-D projection, producer Sam Katzman has a picture here that should do as well as, and perhaps better than the others in his series of adventure thrillers in color by Technicolor. It's a well-paced picture with many exciting moments and a fairly unconventional finale.

In the latter part of the last century, Tahiti was a French protectorate with its queen plotting a revolution to turn it over to the English. Helping her is Dennis O'Keefe, an American brought up by the islanders. The French police in the person of amiable Francis L. Sullivan, is there to thwart their attempts. In order to smuggle thousands of rifles from San Francisco in conjunction with the arrival of the British fleet, O'Keefe goes to the Barbary Coast presumably to bring back his bride. Of course, there is no bride, so he has to hire one—lovely and not-too-willing Patricia Medina. The guns are hidden on a desolate, volcanic island near Tahiti, but sly Sullivan is fully aware of the forthcoming plans. However, there is neither a revolution nor a fight between the two men, but rather a wild, double-pronged climax. The volcano erupts just as a tropical storm hits the islands and the two rampages of nature make a thrillingly improbable windup. As a matter of fact, the island and its inhabitants are exactly where they started at the beginning.

To take advantage of the extra dimension, a few objects come flying through the air at the audience, but it is not overdone. Photography is excellent, especially at the climax, and the coloring is lush. The three stars perform adequately. William Castle directed with an eye toward general audiences. Douglas Heyes and Robert E. Kent wrote the story from a screenplay by Kent.

Others in the cast are George Kaymas, Sylvia Lewis, Cicely Browne, Raymond Lawrence and Frances Brandt.

Running time, 73 minutes. General audience classification. For January release.

"The Wild One"

(Kramer-Columbia)

PRODUCED UNDER THE TITLE OF "Hot Blood" and then changed to the present one, this Stanley Kramer production tells what happens when a gang of motorcycle racers stop off in a small town on their way back from a meet and spread terror among the townspeople. The picture is loaded with action, excitement and suspense but these ingredients are somewhat dimmed by the obnoxiousness of the central characters. The cyclists, led by Marlon Brando, are such hoodlums that they arouse disgust. It is hoped that when the picture is released for overseas consumption that the foreign audiences won't judge all American youth by the actions of Brando and his gang. On the other hand, our own hoodlums may be incited to vandalism by the screen characters.

From the standpoint of direction, production and portrayal, the film is almost flawless. Laslo Benedek's direction arouses a realism that has rarely been matched. And John Paxton's screenplay leaves little to be desired insofar as detail and smooth dialogue are concerned. In fact, the honesty of the dialogue borders on perfection.

As the crude, tough leader of the racers, Brando is excellent. It is assumed that his lack of ethics is linked somehow to his past, but this never is clarified exactly. The romantic interest is supplied by Mary Murphy, who works in the town's combination bar and restaurant at which the cyclists headquarter during their interlude. Miss Murphy also gives a capable performance, and so does Robert Keith, her father and town cop, whose weakness in enforcing the law largely is responsible for the hoodlums' antics. Brando is ably assisted by Lee Marvin, as one of his buddies.

When the cyclists stop off in the town, they immediately cause confusion by causing a car accident and then descend on the bar and create havoc in general. Brando is attractive to, and is attracted by, Miss Murphy and as their friendship warms there is a feeling that he will reform. But reformation never materializes and, actually, there is no retribution for the disservice which he and his gang do to the town. The gang merely enters the town, practically tears it apart and then go on their way. That, with the slight romance, is the story.

"The Wild One" is a picture that is sure to hold patrons' interest despite the fact that they probably will have little or no sympathy for the principals, outside of the girl and her father.

Others in the large cast are Jay C. Flippen, Peggy Maley, Hugh Sanders, Ray Teal, John Brown, Will Wright, Robert Osterloh, Robert Bice, William Vedder, Yvonne Doughty, Keith Clarke, Gil Stratton, Jr., Darren Dublin, Johnny Tarangelo, Jerry Paris, Gene Peterson, Alvy Moore, Harry Landers, Jim Connell, Don Anderson, Angela Stevens, Bruno VeSoto and Pat O'Malley.

Running time, 79 minutes. General audience classification. Release date. not set.

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Buffalo Coliseum Elects

BUFFALO, Dec. 23.—Selwyne Ginsler, a member of the local United Artists sales staff, has been elected president of the Buffalo chapter of the Coliseum of Motion Picture Salesmen. Other officers are: Francis Maxwell, RKO Pictures, treasurer, and Eddie Seuss, M-G-M, secretary.

Durwood Wins His 8-Year Litigation In Kansas City

KANSAS CITY, Dec. 23.—An eight-year legal battle, arising from the disputed ownership of a $2,000,000 theatre circuit in Missouri and Kansas, has ended here in Circuit Court in favor of Edward D. Durwood of Kansas City. An amount in excess of $2,000,000 was at stake in several issues passed on in a report submitted by a court-appointed referee, Paul Barnett.

In a major finding, Barnett held that Durwood (formerly known as Ed Dubinsky) was the intended victim of a "conspiracy to defraud" and decreed that he was entitled to take over at cost substantial theatre properties acquired by his brothers, Irwin and H. W. Dubinsky, while in Durwood's employ from 1946 to 1949.

Claim Pact Violated

While in Durwood's employ, it was charged that Irwin and H. W. Dubinsky, with other partners, acquired the Starview Theatre, Lincoln, Neb., the River Lane, Rockford, Ill., and the Altwood at Wood River, Ill., and managed them from headquarters in St. Joseph, Mo. Ruling that Durwood may elect to purchase those properties at cost, the referee's report stated that the Dubinskys violated their employment contract by failing to give their exclusive time to the business, while continuing to receive compensation from the plaintiff.

If Durwood decides to take the theatres, he will be entitled to rentals from 1949 to the date of purchase, or approximately $384,000, if he buys by the end of 1954. Durwood also was awarded approximately $121,000 resulting from violations of the contract by the two brothers.

Durwood was represented by William G. Boatright and Terence O'Brien.

Christmas Parties

(*Continued from page* 1)

lic's personnel will travel to the Essex House for an afternoon of fun. At RKO Radio, individual departments are having their own festivities.

The 20th Century-Fox "crew" again will eat, drink and be merry at the City Center Casino, starting at 12:30. The United Artists contingent will hold forth at the Warwick Hotel and Warner Brothers is hosting its personnel at a party in the Dorset Hotel.

Companies that are not having parties are quitting work at 1:00 o'clock.

'Sheba' to Lippert

HOLLYWOOD, Dec. 23.—Robert L. Lippert has concluded a deal with William Pizor and Bernard Luber for Lippert Pictures to release "Queen of Sheba." The film was presented by Pizor and Luber at the Astor Theatre, New York, where it is going into a ninth week.

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FILMACK

Cinerama

(Continued from page 1)

Day and opens in Boston on Dec. 30.

With cumulative weekly grosses increasing with every new engagement and four more key-city runs scheduled for early in 1954, Fabian predicted that "This Is Cinerama" will reach a peak of its national business by early summer of 1954. At that time, he added, Cinerama's second attraction, "The Thrill of Your Life," currently being produced by Louis deRochemont, will be ready for a premiere.

Cinerama Screening For Boston Unions

BOSTON, Dec. 23.—A midnight screening of "This Is Cinerama" will be held here Tuesday for members of the Projectionists Union, Local No. 182, and the Stagehands Union, Local No. 11, each member getting two tickets. Rudolph F. Kuehn, newly-appointed managing director of the theatre, stated that the screening will be held not only to acquaint the guests more fully with the technical details of Cinerama but also to supply a dress rehearsal for the opening on the following evening when friends of the Jimmy Fund have taken over the house for a benefit performance.

Ann del Valle with B.&M.

Ann del Valle, publicist in Hollywood, has arrived in New York to join Brenon and Morgan Associates, clients of which include Jane Froman, Martha Rountree Productions, Sophie Tucker and others.

Review

"Heidi"

(Wechsler-UA)

PRODUCER LAZAR WECHSLER'S on-the-spot locations have pastoral beauty and quiet realism in this story about mountains and mountain-climbing. "Heidi" has an idyllic quality that suits this latest version of the children's classic by Johanna Spyri.

For U. S. audiences, the picture has been dubbed into English with American voices. The synchronization, though, is wanting and distracts to some extent from the general charm of the film. However, children, to whom "Heidi" is primarily addressed, should not find this a disturbing element in a film which will please them as much as one of Disney's.

The familiar story tells of the little Swiss orphan girl who lives with her grandfather in the mountains. His quarrels with the villagers have kept them apart. One day Heidi is suddenly whisked away by her aunt to a new life in the big city of Frankfort. The aunt works for a wealthy man there whose daughter appears to be a hopeless cripple. Heidi becomes the girl's playmate and through Heidi's encouragement and patience, she learns to walk again. Her father, out of gratitude and love, wants to keep Heidi with him forever, but her homesickness becomes almost unbearable. So back she goes to her mountain village making her grandfather so joyous that he once again makes peace with God and his neighbors.

A lovely and talented little Swiss girl named Elsbeth Sigmund plays the title role with a great deal of professional skill. She is surrounded by a capable cast of Swiss and German players. Luigi Comencini directed from the screen play by Richard Schweizer and Wilhelm M. Treichlinger.

Running time, 98 minutes. General audience classification. For March release.

Crosby to Bow on TV Jan. 3; Benny a Guest

Sunday, Jan. 3, has been set by the CBS television network as the date for Bing Crosby's debut in the sight-and-sound medium. The program will be telecast from 9 to 9:30 P.M., EST. under the sponsorship of General Electric. Crosby's guest on the program will be Jack Benny.

AA Offers 5,000 Kits For 'Cell Block 11'

Allied Artists is preparing 5,000 special showmen's exploitation kits to supplement its regular pressbook for "Riot in Cell Block 11." The kits will contain various types of tie-up material, specially written feature stories and suggestions for radio and TV promotion.

IndustryGroup

(Continued from page 1)

press representatives, talent agents, play brokers, theatrical costumers, designers, prop suppliers, ticket agencies, music publishers and allied fields.

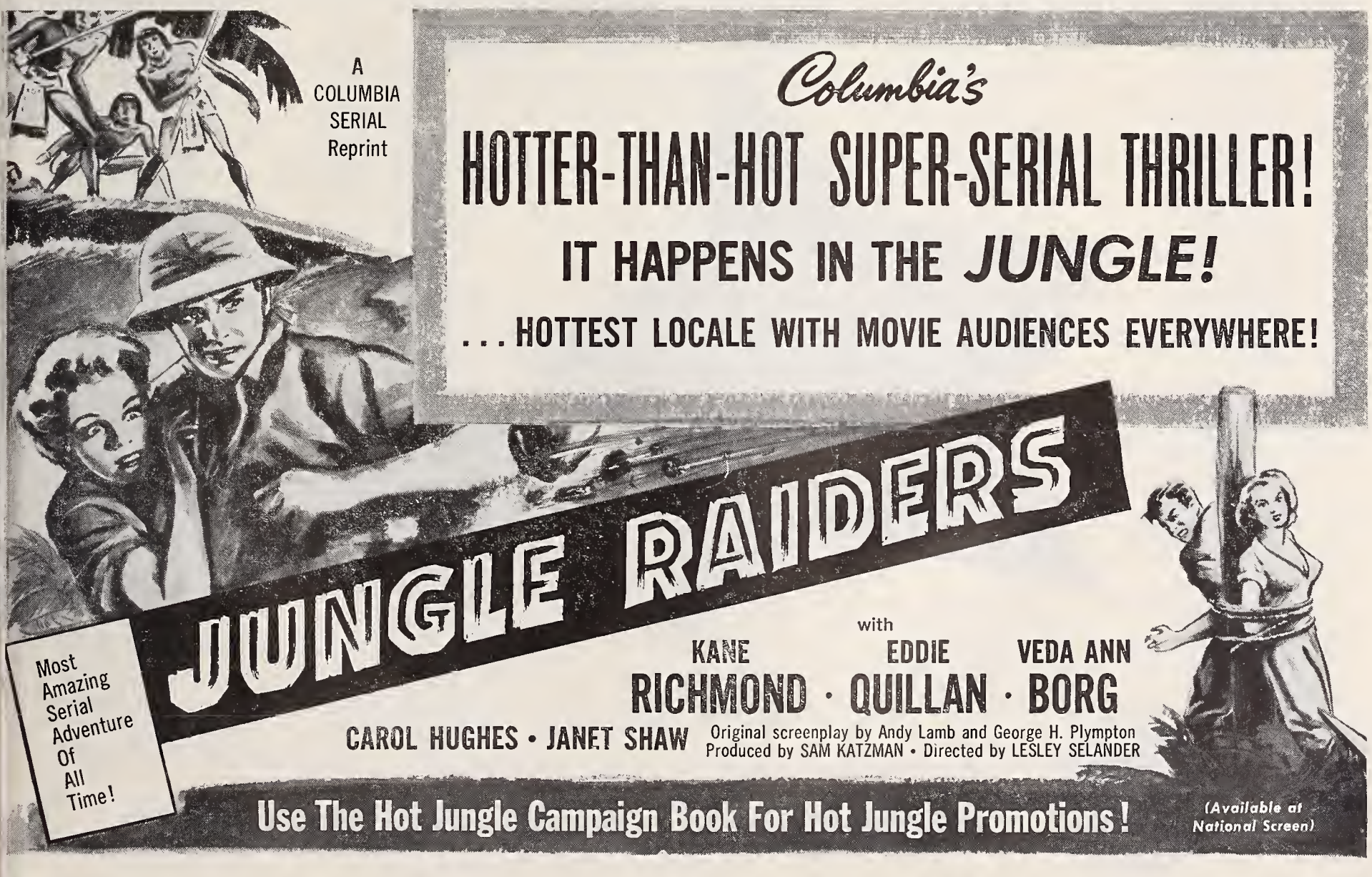
Ed Gage of the Walter Reade Theatres will be in charge of the music fields, and Ted Husing, sports commentator, will supervise the sports division. Other committees in the amusement division are headed by Leon J. Bamberger, for motion picture producers and distributors; Harold Rinzler, for exhibitors; Richard Walsh, guilds and unions; Phil Harling, theatre equipment and laboratories, and John Bergen, film trade papers.

Chairmen in the exhibitor division include Gene Picker, Loew's Theatres; Gage, Reade; Charles Hacker, Music Hall; Sid Markley, Paramount; Louis Vorzimer, William Brandt Circuit, and Morris Seider, Prudential Circuit.

All committeemen and their campaigners will gather in the Waldorf Astoria grand ballroom at 8:00 A.M. Jan. 6 for a "Dawn Patrol" breakfast, at which Mayor-elect Robert Wagner and UN delegate Henry Cabot Lodge, Jr., will be speakers.

Rosenberg Buys 'Cliff'

HOLLYWOOD, Dec. 23.—Frank P. Rosenberg, independent producer, has purchased "Steeper Cliff" from 20th Century-Fox, where it was on his production agenda during his term at that studio, and will produce it in Germany next summer.



ASCAP MUSIC
for the Holiday Season

ALL AROUND THE CHRISTMAS TREE
ALL I WANT FOR CHRISTMAS (is my two front teeth)
AROUND THE CHRISTMAS TREE AT CHRISTMASTIME
AT THE SANTA CLAUS PARADE
BABES IN TOYLAND
BECAUSE IT'S CHRISTMAS
BOOGIE WOOGIE SANTA CLAUS
CAROL OF THE CHRISTMAS CHIMES
CAROL OF THE LITTLEST ANGEL
CHRIST IS BORN
CHRISTINE, THE CHRISTMAS TREE
CHRISTMAS (long, long ago upon a winter night)
CHRISTMAS
CHRISTMAS ALLELUIA
A CHRISTMAS ALLELUIA
CHRISTMAS AND YOU
THE CHRISTMAS BALL
CHRISTMAS BELLS
CHRISTMAS BELLS ARE RINGING
CHRISTMAS CANDLE
CHRISTMAS CANDLES
CHRISTMAS CAROL
CHRISTMAS CAROLS BY THE OLO CORRAL
CHRISTMAS COMES BUT ONCE A YEAR
CHRISTMAS DAY
CHRISTMAS DREAMING (a little early this year)
CHRISTMAS ECHOES
CHRISTMAS EVE
CHRISTMAS EVE SONG
CHRISTMAS EVERYWHERE
A CHRISTMAS FESTIVAL
CHRISTMAS HYMN
CHRISTMAS IN KILLARNEY
CHRISTMAS IN MY HEART
CHRISTMAS INTROIT
CHRISTMAS IS FOR CHILOREN
CHRISTMAS ISLANO
CHRISTMAS LOVE
CHRISTMAS LULLABY
CHRISTMAS MARCH
CHRISTMAS MORN
CHRISTMAS MORNING
CHRISTMAS MUSIC BOX
CHRISTMAS NIGHT IN HARLEM
CHRISTMAS OFFERTORY
CHRISTMAS ON THE FARM
CHRISTMAS POLKA
CHRISTMAS PRAYER
A CHRISTMAS PRAYER
CHRISTMAS RHAPSOOY
CHRISTMAS ROSES
CHRISTMAS SERENAOE
CHRISTMAS SONG
THE CHRISTMAS SONG (merry Christmas to you)
THE CHRISTMAS SPELL
CHRISTMAS STORY
A CHRISTMAS SYMBOL
THE CHRISTMAS SYMPHONY
CHRISTMAS TIME
CHRISTMAS TIME'S THE TIME FOR LOVE
CHRISTMAS TOYS' PARADE
THE CHRISTMAS TREE
(sweet Angie) THE CHRISTMAS TREE ANGEL
('round the) CHRISTMAS TREE AT HOME
CHRISTMAS VARIATIONS
(before you know it) CHRISTMAS WILL BE HERE
CHRISTMAS WITHOUT YOU
A CHRISTMAS WREATH
OANCE OF THE DOLLS
OAWN OF CHRISTMAS DAY
OEAR MISTER SANTA CLAUS
OEAR SANTA CLAUS
OEAREST SANTA
DO YOU BELIEVE IN SANTA CLAUS?
OOLL OANCE
DON'T WAIT TILL THE NIGHT BEFORE CHRISTMAS
EVERYWHERE, EVERYWHERE CHRISTMAS NIGHT
HANG UP YOUR CHRISTMAS STOCKING
THE HAPPIEST CHRISTMAS FOR ME
HAPPY CHRISTMAS, LITTLE FRIEND
HAPPY CHRISTMAS MORNING
HAPPY HOLIDAY
HAVE YOURSELF A MERRY LITTLE CHRISTMAS
HE'LL BE COMIN' OOWN THE CHIMNEY
HELLO, MISTER KRINGLE
HERE COMES SANTA CLAUS (right down Santa Clause Lane)
HE'S A CHUBBY LITTLE FELLOW
HOME FOR CHRISTMAS
HOME FOR THE HOLIDAYS
I BELIEVE IN SANTA CLAUS
I CAN'T WAIT 'TIL CHRISTMAS OAY (I tan't wait 'til Quith-muth Oay)
I DIDN'T BELIEVE IN SANTA CLAUS (till the day he gave me you)
I OON'T WANT A LOT FOR CHRISTMAS
I OON'T WANT TO BE ALONE FOR CHRISTMAS
I DREAMEO OLO SANTA LOST HIS REINOEER
I OREAMED THAT I WAS SANTA CLAUS
I HEARD THE BELLS ON CHRISTMAS DAY
I SAW MOMMY KISSING SANTA CLAUS
I TOLD SANTA TO BRING ME YOU
I WANNA SOUEEZE YOUR RED NOSE, SANTA
I WANT A CHRISTMAS DRUM
I WANT A OOG (for Christmas)
I WANT AN OLO-FASHIONED CHRISTMAS
I WANT YOU FOR CHRISTMAS
I'D LIKE TO FIND YOU IN MY STOCKING (when I wake up Christmas Morn)
I'D LIKE TO HITCH A RIOE WITH SANTA CLAUS
IF THE BOYS COME HOME FOR CHRISTMAS (we'll all have a Happy New Year)
IF EV'RY DAY WAS CHRISTMAS (and ev'ry night was New Year's Eve)
IF I WERE SANTA CLAUS
IF I WERE SANTA CLAUS FOR A DAY
IF IT DDESN'T SNOW ON CHRISTMAS
I'LL BE HOME FOR CHRISTMAS
I'M GOING HOME FOR CHRISTMAS
I'M GONNA MISS YOUR KISS ON CHRISTMAS
IT'S BEGINNING TO LOOK LIKE CHRISTMAS
IT'S CHRISTMAS
IT'S MERRY CHRISTMAS TIME
I'VE GOT THE CHRISTMAS SPIRIT
I'VE HAD A VERY MERRY CHRISTMAS
THE JINGLE BELL POLKA
JINGLE BELLS BOOGIE WOOGIE
JOLLY, JOLLY JINGLE
THE JOLLY OLD MAN IN THE BRIGHT RED SUIT (and the whiskers on his chin)
JOLLY OLD SAINT NICHOLAS
KISSES FOR CHRISTMAS
LET IT SNOW, LET IT SNOW, LET IT SNOW
LET'S HAVE AN OLO-FASHIONEO CHRISTMAS
LETTER TO SANTA CLAUS
THE LITTLE BOY THAT SANTA CLAUS FORGOT
LITTLE CHRISTMAS DONKEY
LITTLE JACK FROST GET LOST
THE LITTLE RAG OOLL WITH THE SHOE BUTTON EYES
LITTLE RED RIDING HOOO'S CHRISTMAS TREE
LITTLE TOY TOWN PARAOE
THE LITTLE REO TRAIN WHO SAIO AH-CHOO!
LITTLEST ANGEL'S CHRISTMAS
MERRY CHRISTMAS
A MERRY CHRISTMAS ANO A HAPPY NEW YEAR
MERRY CHRISTMAS OARLING
MERRY CHRISTMAS EVERYWHERE
MERRY CHRISTMAS MORNING
THE MERRY CHRISTMAS POLKA
MERRY CHRISTMAS WALTZ
THE MERRY MERRY CHRISTMAS POLKA
MERRY TEXAS CHRISTMAS, YOU ALL
MISTER SNOWMAN
MISTLETOE KISS
THE MISTLETOE SONG
MRS. SANTA CLAUS
A MUSICAL CHRISTMAS CARD
MY CHRISTMAS WISH
NEW CHRISTMAS MORNING, HALLELUJAH
THE NIGHT BEFORE CHRISTMAS
THE NIGHT BEFORE CHRISTMAS IN TEXAS, THAT IS
THE NIGHT BEFORE CHRISTMAS SONG
A NIGHT IN BETHLEHEM
LA NOCHE BUENA (Christmas Eve)
NOW IS THE TIME FOR CHRISTMAS
ON THIS CHRISTMAS OAY
ONLY THING I WANT FOR CHRISTMAS IS JUST TO KEEP
THE THINGS I'VE GOT
PICNIC IN THE SNOW (the toys gave a party for)
POPPA SANTA CLAUS
PUT A LITTLE GAL IN MY STOCKIN'
RED CHEEKS ANO WHITE WHISKERS
REO, WHITE ANO BLUE CHRISTMAS
ROLLING IN THE SNOW
ROOT'N, TOOT'N SANTA CLAUS
RUDOLPH THE RED NOSEO REINOEER
SANTA CLAUS
SANTA CLAUS BALLET
SANTA CLAUS BLUES
THE SANTA CLAUS EXPRESS
SANTA CLAUS FOR PRESIDENT
SANTA CLAUS GOT STUCK IN MY CHIMNEY
SANTA CLAUS IS COMIN' TO TOWN
SANTA CLAUS IS RIDIN' THE TRAIL
SANTA CLAUS LOOKS LIKE MY DAODY
SANTA CLAUS LULLABY
THE SANTA CLAUS PARAOE
SANTA CLAUS' PARTY
SANTA, DEAR SANTA
SANTA FOUND A LITTLE LAMB
SANTA GOT STUCK IN THE CHIMNEY
SANTA, SANTA, SANTA
SANTA SERENADE
SANTA WATCHES LITTLE CHILOREN
SANTA'S HELPER
SANTA'S ON HIS WAY
SANTA'S ON THE WAY
SANTA'S PARAOE
SENO ME YOUR LOVE FOR CHRISTMAS
SHAKE HANOS WITH SANTA CLAUS
SILVER BELLS
SING A SONG OF SANTA CLAUS
SLEIGH BELL SERENAOE
SLEIGH BELL TIME
SLEIGH BELLS IN THE SNOW
SLEIGH RIDE
SNOW OEER
SNOWFLAKES
THE SNOWMAN
SNOWMAN
SONG OF THE BELLS
SONG OF CHRISTMAS
SONG OF THE SLEIGH BELLS
THE STAR OF BETHLEHEM
STAR OF BETHLEHEM
THE STORY OF CHRISTMAS
SUZY SNOWFLAKE
THE TEDOY BEARS PICNIC
THAT CHRISTMAS FEELING
THAT'S WHAT CHRISTMAS MEANS TO ME
THAT'S WHAT XMAS MEANS TO ME
THAT'S WHAT I WANT FOR CHRISTMAS
THERE IS NO CHRISTMAS LIKE A HOME CHRISTMAS
THERE'LL ALWAYS BE A CHRISTMAS
THERE'S A CHRISTMAS TREE IN HEAVEN
THIRTY-TWO FEET ANO EIGHT LITTLE TAILS
THIS CHRISTMAS
TOY PIANO POLKA
TOYLANO
'TWAS THE NIGHT BEFORE CHRISTMAS
UNCLE MISTLETOE
WE WISH YOU A MERRY CHRISTMAS
WHAT AM I GONNA OO THIS CHRISTMAS
WHAT'CHA GONNA GET ME FOR CHRISTMAS?
WHEN CHRISTMAS COMES
WHEN CHRISTMAS COMES TO OUR HOUSE
WHEN IT'S CHRISTMAS ON THE RANGE
WHEN SANTA CLAUS GETS YOUR LETTER
WHITE CHRISTMAS
WHO SANTA CLAUS
WHY DOESN'T SANTA CLAUS GO NEXT DOOR
WINTER WONOERLAND
A YANKEE CHRISTMAS

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VOL. 74. NO. 122 NEW YORK, U. S. A., MONDAY, DECEMBER 28, 1953 TEN CENTS

Progress Rapid

See Success Of Compo's Dues, Tax Drives

Coyne Optimistic Over Congressional Support

The Council of Motion Picture Organizations' dues collection and its poll of Congressmen and Senators for their support of industry efforts to eliminate the Federal admission tax have been moving along toward what are expected to be highly satisfactory results.

Robert Coyne, special counsel for COMPO, said here that while all tabulations in the dues drive have not been compiled, figures to date indicate that "we will be able to operate." This means that COMPO will be able to carry on its efforts with a comfortable margin, to push the tax repeal campaign and to conduct other projects which the organization has on its 1954 agenda. The dues drive started on Nov. 30 and ended on Dec. 7, with film salesmen covering their territories on behalf of

(*Continued on page 3*)

Subscription Video Faces Obstacles, Says the FCC

WASHINGTON, Dec. 27.—Substantial legal, engineering and public policy questions must be determined before the Government could okay any subscription television system, the Federal Communications Commission states.

Issuing its annual report for the fiscal year ending last June 30, the Commission noted that it had pending various proposals to authorize pay-as-you-see television. "In addition to

(*Continued on page 3*)

FCC May Relax Rule On TV Ownerships

WASHINGTON, Dec. 27.—The Federal Communications Commission, which had proposed relaxing its rules limiting the number of television stations that can be owned by any corporation, individual or group, proposes now to raise the limit from four to seven, providing that no more than five stations are in the VHF band

(*Continued on page 3*)

Feel Need for Hard-Driving Anti-Tax Campaign in '54

By J. A. OTTEN

WASHINGTON, Dec. 27.—Another selling job, just as tough as the previous one, faces the industry in 1954 if the 20 per cent Federal admission tax is to be completely repealed by Congress. This is the word from members of Congress and from seasoned tax observers in Washington, who warn against over-confidence.

The hard-driving anti-tax drive which won Congressional approval last year will have to be duplicated this year for effective legislative results, it was pointed out. The worst thing that the industry can do, the seasoned observers say, is to think that this year's "selling" job will carry over to next, without very much new or extra effort.

Of course, getting some tax relief—a reduction to 10 per cent, say—should be easier. President Eisenhower, in his veto message of the Mason repeal bill last summer, promised that the Administration would urge some reduction. But complete repeal is quite another matter.

Problems confronting the industry here are two-fold:

¶ The Treasury Department is still faced with a huge Federal deficit,

(*Continued on page 3*)

Added French Permit Hinted in New Pact

Hope that France will issue an additional permit for an American film import for each French film that is successfully exploited in this country was expressed at the weekend by Peter Riethof, president of the American Dubbing Co. and vice-president and treasurer of the newly-formed Parkway Amusement Corp. The latter was organized to widen the

(*Continued on page 3*)

Para. 25-Year Club Inducts 42 Members

Forty-two Paramount employes who this year completed 25 years of service were inducted into the Paramount 25-Year Club by Adolph Zukor, board chairman and founder of Paramount Pictures, at home office ceremonies joined in by company executives and department heads. Zukor this year celebrated his 50th anniversary in the industry.

Barney Balaban, president of Paramount, opened the ceremonies with an address to the 25-year employes, who received citations and gold watches marking their induction into the club.

Inducted from the home office were: Helene Coleman, Adeline Lewis, Ruth Mikels, Marguerite Scrivani, Edith

(*Continued on page 3*)

'U's' Lorber to Testify On U.S. Health Plan

Benjamin Lorber, insurance manager of Universal Pictures, will be the first witness before the Congressional Committee on Interstate and Foreign Commerce in Washington on Wednesday, Jan. 6, when the Committee's health inquiry gets under way to determine the proper legislation required for the promulgation of a program of government-subsidized health

(*Continued on page 2*)

Administration Considering Changes In the Federal Minimum Wage Law

WASHINGTON, Dec. 27.—Theatres might well be affected by two changes which the Administration is said to be considering in minimum wage and unemployment insurance programs.

The changes may be recommended to Congress for action at the coming session.

One would extend provisions of the Federal Minimum Wage Law to retail and service fields. Practically all theatres are now exempt from the minimum wage law under an exemption in the present law for certain retail and service industries. The U. S. Labor Department is seriously considering recommending the repeal of this exemption. Any such recommendation is almost certain to provoke a bitter fight in Congress.

The other change would require states to bring under their unemployment insurance programs all companies with three or more workers. At present, the states need cover only firms with eight or more workers, though many states do have coverage of smaller firms.

Set for Rush

B'way. Houses Push Novelty For Holidays

See New Media, Product Sending Grosses High

By MURRAY HOROWITZ

Broadway film houses are putting the new techniques to the fore this holiday season with first-run showcases featuring three CinemaScope productions and two 3-D films. The factors of novelty and top product weigh in favor of excellent business this holiday season and in preparation for the rush many of the Broadway showcases have slated extra performances.

The CinemaScope medium is on display at the Roxy where "Beneath the 12-Mile Reef" will round out its second week this Thursday; at the Rivoli, where "King of the Khyber Rifles" has just opened, and at Loew's State and the Globe, where "How to Marry A Millionaire" is continuing. The Capitol is offering "Miss Sadie Thompson," in 3-D, while the holdover 3-D film, "Cease Fire," continues at the Criterion. Last year, at this

(*Continued on page 3*)

Decca Proposes to Increase Its Stock Holdings in Univ.

WASHINGTON, Dec. 27.—Decca Records has notified the Securities and Exchange Commission that it proposes to increase its holdings of Universal Pictures common stock.

Decca filed a registration statement with the Commission to increase its own outstanding capital stock to offer to Universal stockholders in exchange for their Universal stock.

The Decca statement sought registration of 145,842 shares of 50 cents

(*Continued on page 3*)

M-G-M Anniversary Drive Under Way

M-G-M's 30th anniversary drive has been launched and early indications point to exhibitor cooperation, according to communications received from the field by general sales manager Charles Reagan.

The home office has been informed that exhibitors plan to decorate their lobbies with campaign material relating to the jubilee.

Personal Mention

WILLIAM F. RODGERS, M-G-M sales consultant, left here yesterday for Florida.

•

A. W. SCHWALBERG, Paramount distribution chief, will remain in Hollywood until after the first of the year.

•

WILLIAM DOCK has been named director of publicity and public relations for the Southern division of Florida State Theatres.

•

JOHN DERVBIN, of Stafford Pictures, New York, visited in Atlanta while en route to Miami from here.

•

FRED R. GREENWAY, manager of the Loew's Poli Palace Theatre in Hartford is convalescing from an illness.

•

WALTER MIRISCH, Allied Artists executive producer, returned to Hollywood on Saturday from New York.

•

OSCAR DOOB, Loew's executive, will return to New York today from Pittsburgh and Cleveland.

•

TED MENDELLSSOHN, of Concordia Pictures, New York, was in Atlanta from here last week.

Lorber to Testify

(*Continued from page* 1)

and medical care for the entire country.

Lorber will be the first of a group of industrial and labor leaders and medical authorities who have been summoned to Washington for a month-long series of preliminary hearings. He will testify on management's part in this program and the development of group insurance programs to assist in providing adequate medical care through industry.

The major medical insurance program which was adopted by Universal Pictures under Lorber's direction in Sept., 1952, for more than 3,500 of its employes from Coast to Coast, has, according to the company, "become a model for industrial medical insurance plans all over the country and has received recognition by the National Industrial Conference Board as well as by the entire insurance industry."

New Oregon Drive-in

PORTLAND, Ore., Dec. 27.—Tom Moyer will have a new drive-in on S. E. Powell Boulevard, opening in June. The $150,000 17-acre theatre will have a capacity of 10,000 cars and a "balcony" for 200 cars. It will have in-car heaters.

Percy E. Doe, 74

ARCADIA, Neb., Dec. 27.—Percy E. Doe, 74, owner of the Arcadia Theatre for nearly 30 years before his retirement several years ago, died after a long illness. Survivors are his widow and a son, Wallace, of Ordway, Colo.

St. L. Premiere for 3-D 'French Line'

ST. LOUIS, Dec. 27.—RKO Radio's "French Line," in 3-D, will have a world premiere here on Tuesday. "Teaser" ads on the picture, which stars Jane Russell, have been running in St. Louis daily papers for the past week. The premiere is set for F. & M.'s Fox Theatre.

The picture has not yet been granted a Production Code seal but local spokesmen said discussions to that end are continuing in Hollywood. P.C.A. disapproval is understood to be centered on a dance sequence by Miss Russell and costuming.

Wile Heads Coast TV For NBC Network

NBC television programming, production and operations on the West Coast will come under the direct supervision of Frederic W. Wile, Jr., the network's vice-president for production, who will transfer to Hollywood on Jan. 1 as vice-president in charge of the television network program division on the Coast.

Wile's career in broadcasting began in 1930 at CBS. In 1934 he joined the radio department of Young & Rubicam, where he was associated with Sylvester L. Weaver, Jr., now president of NBC. Both Weaver and Wile joined NBC in 1949.

New Academy Rule On Foreign Films

HOLLYWOOD, Dec. 27.—Documentary and foreign language films, in order to qualify for Academy Awards, must have been exhibited in the United States. This rule has been re-established by the Academy of Motion Picture Arts and Sciences, which previously had ruled that the films, in order to be considered, must have been exhibited in Los Angeles County.

Short subjects, however, in order to be considered for the awards, must be exhibited publicly in Los Angeles County.

Five More Stations Join ABC-TV Web

Five more stations have become affiliated with the American Broadcasting division of American Broadcasting-Paramount Theatres. As listed by Alfred R. Beckman, national director of the ABC-TV station relations department, they are: KIMA-TV, Yakima, Wash.; WNCT, Greenville, N. C.; KIDO-TV, Boise; WINK-TV, Fort Myers, Fla., and WDBO-TV, Orlando, Fla.

The addition of the five stations brings to 185 the total number of outlets served by the network.

$4,000 for 'Knights'

LOS ANGELES, Dec. 27. — An opening day record of $4,000 was chalked up by "Knights of the Round Table" at the Egyptian Theatre. The film, which had its premiere two days before Christmas, beat the theatre's previous top grosser, "Mogambo," which hit $3,200 on its opening day.

3 Films Started, 8 Are Completed

HOLLYWOOD, Dec. 27.—Production dipped a little, as is customary at this time of year, with only three new pictures going before cameras, while eight others were sent to film editors.

New undertakings are "The Prisoner of War Story", (M-G-M); "Susan Slept Here," (RKO Radio) and "The Sign of the Pagan," (U-I).

Camera work was completed on "The Black Knight," (Columbia), "The Kid From Outer Space," "Fire Over Africa" and "Duel in the Jungle," (Independent); "Valley of the Kings," (M-G-M); "Living It Up" (Paramount); "Johnny Guitar," (Republic), and "Fireman Save My Child," (U-I).

Mono. International Will Be A.A. Jan. 2

HOLLYWOOD, Dec. 27. — Monogram International Corp., effective Saturday, will operate under its new name of Allied Artists International Corp. "It is appropriate," said Norton V. Ritchey, president of the Allied Artists foreign subsidiary, "that this change be made at the start of a New Year—a time of fresh endeavors and new beginnings; a time also when Allied Artists is forging ahead as never before, filming in all media with stress on bigger properties, bigger stars and bigger box-office."

Install Ampex Sound For 'Robe' Openings

Some 45 theatres in the New York area, scheduled to open with "The Robe" during the holiday season, will be equipped with Ampex multi-directional sound, reports Harrison Johnston, sales manager for the Ampex Corp.

The Ampex stereo system is sold as a complete unit, with the manufacturer furnishing everything from the sound head, which "buttons on," to any standard commercial projector to power amplifiers and speakers, it was stated.

Glenn Miller 'Week' And 'Day' in Iowa

CLARINDA, Ia., Dec. 27.—The week of Jan. 11 has been proclaimed "Glenn Miller Week" by Iowa Gov. William Beardsley, while Mayor Donald Drake of this community, birthplace of Miller, has declared Wednesday, Jan. 13, to be "Glenn Miller Day." James Stewart and June Allyson, co-starred in Universal's "The Glenn Miller Story," will come to Clarinda for the festivities, which also will include the dedication of a new armory, a parade and a banquet.

'Tomorrow' in English

The Joseph Burstyn organization, distributor of "Tomorrow Is Too Late," starring Pier Angeli and Vittorio de Sica, has ready for release an English-language version of the picture. The original production was in Italian.

Sprague Sees Record In Production of TV Receivers in 1954

WASHINGTON, Dec. 27.—Production of television sets in 1953 will total about 7,250,000 sets, according to Robert C. Sprague, chairman of the board of the Radio-Electronics-Television Manufacturers Association.

This would compare to the 1950 record of about 7,460,000 sets and to a 1952 production of 6,096,279 sets.

Sprague predicted that 1953 retail sales would set a new record, topping the 1950 record of about 6,500,000 sets. Sales last year totaled 6,144,990.

"With good merchandising," and without any major general economic recession, sales in 1954 should run at least 6,000,000, the RETMA official declared. He said most manufacturers felt that black-and-white receivers would continue to constitute the bulk of set sales "for years to come."

Few Color Sets Expected

"All agree," he continued, "that relatively few color receivers will be available in 1954, and that these of necessity will be very high priced and will have screens that are small in comparison with the larger screen black-and-white sets available at a third the price or less.

"Certainly, color TV programs will be distinctly in the minority for a long while, despite understandable ballyhoo that will attend color broadcasts in 1954. Sponsors will be slow to spend money for color programs which so few persons will be able to see, except in black-and-white."

Perlmutter Reelected Albany Chief Barker

ALBANY, N. Y., Dec. 27. — The new Variety Club crew has reelected Jules Perlmutter, president of Perlmutter Theatres, chief barker for 1954. Other officers named were: Lewis A. Sumberg, executive director of Albany TOA, first assistant chief barker; Sylvan Leff, Realart Pictures and Utica exhibitor, second assistant; Aaron Winig, property master, and Frank Carroll, M-G-M office manager and head booker, dough guy.

Pleshette Is Cited By Charity Group

Eugene Pleshette, executive manager of the Brooklyn Paramount Theatre, has been selected to receive the "Showman of the Year" award by the Knights Before Christmas, a group of Brooklyn professional and business men who are active in year-round charitable enterprises. Pleshette annually stages the Knights' all-star benefit show for needy children.

Lou Stein with IFE

ROME, Dec. 27. — Lou Stein, a reporter on the "Rome Daily American," has taken a three-months leave of absence to serve as American publicity unit man in Rome for "Attila, Scourge of God," Lux Films' new color in Technicolor release. Stein will be working under the supervision of Robert Gordon Edwards, Rome publicity liaison man for IFE.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue. Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau. Yucca-Vine Building, William R. Weaver, Editor, Hollywood 7-2145. Chicago Bureau, 120 South LaSalle Street. Urben Farley, Advertising Representative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR 2-2843 Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London WI; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; Motion Picture and Television Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

See Need

(*Continued from page* 1)

probably even larger than the one which greatly influenced the Administration in favor of a veto of the Mason bill this year. Department Officials feel obliged to continue to resist any substantial tax reduction efforts beyond those recommended by the President. Some Treasury officials indicate they are already unhappy that President Eisenhower promised to support any reduction at all in the admission tax; others emphasize they are committed to reduction, but no more.

¶ Members of Congress will be faced next year by many more competing demands for excise cuts for other industries. This year, many other industries held off their tax-relief campaigns on the theory that Congress would not act on excises and that they should save their strength for the 1954 election year, when Congress might be more attentive to excise relief.

Many Industries Have Hopes

About the only industries waging active tax relief campaigns this year, in addition to the film industry, were legitimate theatres and the fur industry. Next year, appliance manufacturers, telephone companies, luggage makers, jewelry firms and many more will be making intensive drives for excise cuts. The more revenue lost in relief for other industries, the less can be afforded for the film industry, many Congressmen will feel.

On the brighter side, 1954 will be an election year, in which all members of the House and one-third of the Senate will be up for re-election. These lawmakers will be conscious of the vote-getting potential of excise cuts. Moreover, due to the 1953 film industry campaign, most lawmakers are already well-acquainted with the industry's problems and needs. The industry made many friends by its policy of thanking, even after the veto message, those lawmakers who supported the Mason bill.

Under this set-up, the tone of the industry's case may change. While complete lifting of the admission tax may remain officially the goal, more and more emphasis may be put—in unofficial, private talks with Congressmen, at least—on obtaining complete relief for lower-priced tickets and partial relief for the higher-priced tickets sold mainly by the larger theatres.

Such a scheme would have the advantage of cutting the revenue loss for the government and still remaining politically attractive to the Congressmen trying to please the largest number of voters at the lowest cost to the Treasury.

FCC

(*Continued from page* 1)

and that the sixth and seventh are in the UHF band.

The Commission said it was proposing this step to "encourage the rapid and effective development of the UHF band." It added that it was acting on the basis of petitions for the change from American Broadcasting-Paramount Theatres, National Broadcasting and Allen B. DuMont Laboratories.

Holiday Grosses

(*Continued from page* 1)

time, there was only one picture on Broadway in a new medium—"This Is Cinerama," which is still doing strong business.

With the pre-Christmas lull transformed into a rush to the box offices, all houses in the New York Metropolitan area look forward to a prosperous week, to be topped off by the New Year's holiday. Most situations plan an extra New Year's Eve show with advanced admission prices. However, during the week, most Broadway theatres are not increasing their prices.

Radio City Music Hall, featuring "Easy to Love" and its traditional Christmas stage show, expects capacity business throughout this week. All reserved seats for the holidays were sold long ago by the Music Hall. The price for its midnight show New Year's Eve is $1.80.

Increases General

The Roxy, which enjoyed a good $95,000 for the first week of "Beneath the 12-Mile Reef," is shooting for a neat $200,000 for the current second week. The New Year's Eve price at the Roxy will be $2.00 top. The Paramount, without a stage show this year, is featuring "The Eddie Cantor Story." It has scheduled extra shows and will increase its admissions for New Year's Eve. Joining other Broadway houses, the Warner Theatre, playing the long-run "This Is Cinerama," has added performances during the holidays, with a midnight show scheduled for New Year's Eve. The Bijou, current featuring "Gilbert and Sullivan," has gone to a three-a-day schedule, with an extra performance at 5:30 P.M. this week.

Large display advertisements in Metropolitan newspapers here heralded the Christmas Day openings of "The Robe" in 82 neighborhood situations. Ads were placed by 20th-Fox on a cooperative basis for several successive days preceding the opening, Christmas Day. RKO Theatres, playing "The Robe" in New York, incidentally, reported a very good sale of its season gift books. The sale of these coupon books "went much better than usual" this year, management reported.

Polaroid Plugs Glasses

The Polaroid Corp., continuing its cooperative advertising activities, on important 3-D film openings, used run-of-the-paper ads in Metropolitan newspapers with plugs for "Miss Sadie Thompson." "Now . . . See How Great 3-D Can Be!," the ad headlinecd, pointing out, among other things, Polaroid's new adjustable 3-D glasses which "slip on easily . . . and stay on."

Columbia and the Capitol also engaged in lavish cooperative advertising on "Sadie Thompson" for several days in advance of the opening. This advertising, too, carried copy extolling the "new type" 3-D glasses, including the clip-on type for those who wear spectacles.

The heavy ad schedules began to pay off early, with business the past weekend headed for record-setting levels at many houses, barring adverse weather during the remainder of the week and through Sunday.

Decca Proposes

(*Continued from page* 1)

par value capital stock, "to be issued only in exchange for shares of $1 par common stock of Universal Pictures Co., Inc." The ratio of exchange is to be filed later.

According to the prospectus, Decca now owns 600,075 shares of the outstanding Universal stock. "The purpose of the present exchange offer to Universal stockholders," the statement said, "is to increase the corporation's holdings of Universal common."

Issuance of the additional 145,842 shares of Decca capital stock would increase its outstanding stock to 1,500,000 shares. The prospectus said that as of Aug. 1, Universal had outstanding 999,306 shares plus warrants for an additional 180,001 shares. Any Universal stock acquired under these warrants would be eligible for the Decca exchange offer, Decca said.

Decca declared the ratio of the exchange would be determined by Decca's board of directors sometime in January, upon the basis of the earning records of the two companies, the dividends paid, the book value, the market history of the two stocks, the prospective earnings of the two companies and similar matters.

Nepo Takes Chicago Lex

CHICAGO, Dec. 27.—Harry Nepo, veteran Chicago exhibitor and long time sergeant-at-arms of Allied Theatres of Illinois, has taken over the new Lex Theatre here and reopened it on Christmas Day. The theatre, once part of the Indiana Illinois Circuit, last was operated by Morris Kaplan.

French Permit

(*Continued from page* 1)

American market for the French films.

It is understood that a provision for an additional permit is included in the proposals for a new French film pact with the Motion Picture Association of America. Riethof said that such an arrangement would benefit the U. S. distributors and French producers alike.

The first three French pictures on the Parkway lineup have arrived in this country and dubbing will start immediately. Riethof, whose company did the dubbing on "Heidi," "Anna," "The Iron Crown" and "Bitter Rice," has developed a dubbing process of his own. He said that only by achieving perfection technically and artistically can dubbed foreign product find a market here. Deny Robin, who co-stars with Kirk Douglas in "The Act of Love," is due in New York shortly after Jan. 1 to dub one of her French pictures.

Co-Production Planned

Riethof said that Parkway also is planning co-production of pictures with French producers in France. The plan is to shoot a scene in French and then, with the same English-speaking players, shoot the scene in English. Because of the accents, the latter scenes will be dubbed with American voices.

Plan Hartford Drive-In

HARTFORD, Dec. 27.—Sal Adorno, Jr., assistant general manager of M. and D. Theatres, has announced plans for construction of a drive-in, to be called the Middletown Drive-in, on Saybrook Road at Middletown.

Compo Drives

(*Continued from page* 1)

COMPO, calling on exhibitor accounts.

Coyne said that some areas had been slow in reporting on their activities in soliciting Congressional opinion on the admission tax situation, but that the information gathered to date indicates a justified feeling for optimism. It would appear, Coyne said, that Congress "is lining up for industry relief."

State and regional chairmen of COMPO have been contacting personally and by mail Congressional representatives in their respective areas under the direction of Pat McGee and Col. H. A. Cole, COMPO's co-chairmen of the tax repeal committee, and Coyne.

Subscription TV

(*Continued from page* 1)

the basic policy question whether the authorization of a subscription TV service would serve the public interest," the report said, "substantial legal questions must be determined, particularly, whether such a specialized service is 'broadcasting' within the meaning of the Communications Act, or common carrier or some other special radio service. Also, there is the engineering problem of where such a service could be squeezed into the crowded radio spectrum."

The report noted that during the year the Commission had disposed of the film industry's request for special theatre television frequencies, holding that this service should be performed by common carriers using existing common carrier frequencies.

Other features of the FCC report were these:

As of Oct. 31, there were 545 commercial television stations authorized and 315 actually on the air. There were also 22 educational TV stations authorized, of which four were on the air. As of June 30, there were 601 applications pending for new commercial TV stations. Of 398 new TV stations authorized during the 1953 fiscal year—the first year after the lifting of the "freeze"—256 were in the new UHF band and 142 were in the VHF band.

25-Year Club

(*Continued from page* 1)

Talcott, Henry Bachman, W. G. Cherry, Herbert Guilfoyle, Stephen Kolankowski, Arthur Israel, Jr., Edward Ryan, Edgar Skerritt, Thomas Tinston and Joseph Zammitt.

Paramount News: Alexander Black, Albert J. Cereda, Anthony Calabro, Albert Mingalone, Harold Silver, Joseph Gimblet, E. Warren Wood and Lou Hutt.

New York branch: Eva Cohen, Mildred Nochese, Richard Magan and Myron E. Sattler.

Laboratories: Florence Holland and Elizabeth Yunginger.

From the field: Helen Lomax, Los Angeles; Margaret Mistele and Joseph Petrusek, Milwaukee; Virginia Rich, Atlanta; Helen Rodgers, Pittsburgh; Jeannie Lou Taylor, Dallas; Calvin Johnson, New Orleans; Maurice Simon, Detroit; John Vos, Denver; Edward Wall, Albany; Ellen Shannon, Calgary; P. M. Griffin, St. John; W. Turner, Toronto, and William Young, Montreal.

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'Protective' Move

Goldwyn Asks Meet on Code 'Modernizing'

Tells Johnston Move to 'Nullify' It Would End

HOLLYWOOD, Dec. 28.—In a letter to Eric Johnston, president of the Motion Picture Association of America, Samuel Goldwyn suggests that a meeting of producer signatories of the industry's Production Code be called "to discuss the need for modernization of the code and the specific manner in which it can best serve not only our industry but the public."

The text of Goldwyn's letter, which was addressed to Johnston in Washington, D. C., last week, was released by the Goldwyn studio here today. Johnston is now at his home in Spokane, Wash., and could not be reached immediately for comment.

The first quarterly meeting of the MPAA board for 1954, date for which is set by the organization's bylaws, is scheduled to be held in New York about mid-January and presumably

(*Continued on page 6*)

'White Christmas' Shot for Two-to-one

Paramount's "White Christmas" will be the studio's first picture shot on a "loose" 166-to-1 aspect ratio to allow projection up to a 2-to-1 basis, Don Hartman, production head, here from Hollywood, said yesterday. However, subsequent Paramount product will be made so as to allow projection up to 185-to-1, he said.

Hartman is here for the purpose of seeing current Broadway stage plays and to hold informal conferences at the home office on next year's production schedule. He plans to return to the Coast tomorrow.

N. Y. Brief on 'Ronde' Given Supreme Court

WASHINGTON, Dec. 28.—New York State today defended the constitutionality of its censorship law in a brief filed with the Supreme Court in support of its right to ban as "immoral" the French film "La Ronde." Commercial Pictures Corp., distributors of the film, appealed the New

(*Continued on page 3*)

Five Stage Shows At N.Y. Paramount Under New Policy

The New York Paramount, which recently went into a straight picture policy, plans to have from five to six stage shows of outstanding calibre in the coming year under the "flexible" policy adopted for the Broadway flagship of American Broadcasting-Paramount Theatres.

The policy, which will be launched with the anticipated opening of "The Command" on Jan. 15, seeks to establish the Paramount as a theatre comparable to the old New York Hippodrome, with each screen and stage

(*Continued on page 3*)

'Here to Eternity' and Zinnemann Voted '53 Best by N. Y. Critics

The New York Film Critics have voted "From Here to Eternity" as the best production of the year, from among five candidates; the other four were "Conquest of Everest", "The Robe", "Roman Holiday" and "Moulin Rouge." Special citations were given to "A Queen Is Crowned" and "Conquest of Everest." "Justice Is Done" was voted the best importation of the year; other candidates were "The Little World of Don Camillo" and "Seven Deadly Sins."

Fred Zinnemann was named the

(*Continued on page 6*)

GROSSES SURGE UP IN HOLIDAY BOOM

Cecil B. DeMille 40 Years A Showman

Cecil B. DeMille, 72-year-old showman of Hollywood, today will celebrate his 40th anniversary as a motion picture producer.



Cecil B. DeMille

Now at work on his 70th screen production, "The Ten Commandments," DeMille revealed that approximately four billion persons throughout the world have seen his 69 previous films during the last four decades. Over these years, the average admission paid was 17 cents, DeMille said.

Three of his pictures, "The Greatest Show on Earth" (the 1952 Academy Award winning picture), "Samson and Delilah" and "The King of Kings" are still in circulation.

It was 40 years ago today, Dec. 29, 1913, that DeMille produced his first picture, "The Squaw Man," in a barn in the middle of an orange grove on the corner of Vine and Selma Streets in Hollywood. This barn has since been removed to the Paramount studio where it is now used as a gymnasium.

Major Circuits Report Business Tops 1952 Receipts Everywhere

Theatres across the nation racked up sizable grosses with the advent of the Christmas holidays as representative circuits reported greater business this Christmas weekend as compared to last year's.

The general business upswing was reflected on Broadway, with Radio City Music Hall establishing a new high for a Saturday. Other key houses did extraordinarily well with such attractions as "Beneath the 12-Mile Reef," "Miss Sadie Thompson," "The Eddie Cantor Story" and "King of the Khyber Rifles."

Among the circuits reporting a higher level of Christmas business this year were American Broadcasting-Paramount Theatres and the Stanley Warner circuit. RKO Theatres, which had "The Robe" opening on Christmas Day, reported the circuit enjoyed a week-end box-office record in the New York Metropolitan area. It was learned from other quarters that

(*Continued on page 3*)

Fox, 'U' Stocks at New Highs for 1953

Despite a generally weak stock market in all major and most secondary issues, strong interest continued to give support to motion picture shares with 20th Century-Fox and Universal closing on the New York Stock Exchange yesterday at new 1953 highs.

In the last two trading days on the Exchange, 20th-Fox advanced two and one-half points, with volume ranking it among the first three issues traded during the period. The stock closed yesterday at 21, up one-half, with

(*Continued on page 3*)

Columbia in 3-Film Deal with Warwick

Columbia Pictures has concluded a three-picture deal with Warwick Productions, headed by Irving Allen and Albert R. Brocolli.

The first picture they will make is "Prize of Gold," screenplay by R. C. Sherriff with Mark Robson directing. The second property will be "Cockle-

(*Continued on page 3*)

Fitzgibbons Reports

Quality Product and New Media a Boon to Canada

TORONTO, Dec. 28.—Despite the introduction of telecasts in some areas of Canada during 1953, motion picture theatre attendances in Canada have held up remarkably well, with the better quality of films shown, together with the introduction of such technical improvements as three-dimension pictures, wide-screens, etc., boosting attendances particularly in the latter months of 1953.

With the continued improvement in the quality of films as well as technical developments, it is expected that 1954 attendances will not only hold up as well as 1953 but probably exceed these records since favorable economic conditions and high employment levels are expected to continue.

There is strong support for the prediction of John J. Fitzgibbons, president and managing director of Famous Players Canadian Corp., that "the high quality of product now available and the expectation of a continuation of a high level of employment in Canada takes us into 1954 confident that the industry here can look forward to another successful year."

He points out that a number of films to be made available in 1954 have been previewed and these are of the

(*Continued on page 3*)

Personal Mention

DON HARTMAN, Paramount production head, is in New York from Hollywood.

•

ERWIN G. NEUMANN, district manager in Connecticut for Interstate Theatres, has been reelected a vice-president of the Woodstock Agricultural Society.

•

E. S. GREGG, Westrex Corp. vice-president and general manager, and R. O. STROCK, commercial engineering manager, have returned to New York from Hollywood.

•

F. J. A. MCCARTHY, Universal Pictures Southern and Canadian sales manager, left here yesterday for Miami.

•

JAMES BOYLE returned to New York yesterday from New Orleans, where he worked on the holiday opening of "Miss Sadie Thompson."

•

JAMES SARNO, of the Paramount Pictures studio publicity department, will leave New York tomorrow for Rome.

•

YASUO NAKAJIMA, director and business manager of Eiga Haikyo Co., Ltd., Japanese distributors, has arrived in Hollywood from New York.

•

HOWARD STUBBINS, co-franchise owner of the Allied Artists West Coast exchanges, has left Los Angeles with MRS. STUBBINS for Phoenix.

•

ABE GOODMAN, 20th Century-Fox advertising manager, is in Florida from New York.

•

HELEN MORGAN, of Brenon and Morgan Associates, publicists, is in Hollywood from New York.

•

FRANK SCHILCKEN has been reelected business agent of Local No. 219, IATSE, of Minneapolis.

RKO Radio Gets 5th Independent Film

RKO Radio Pictures has signed a distribution deal with Robert Stillman Productions for the release of "The Americano," making the fifth film in as many weeks to be placed on RKO's 1954 agenda from independent producers.

Other films which have been listed for distribution are: "The Girl Rush," starring Rosalind Russell for Frederick Brisson's Independent Artists; "Desperate Men," co-starring John Payne-Lizabeth Scott for Benedict Bogeaus; "Killers from Space," featuring Peter Graves and Betty Bestar for W. Lee Wilder, and "Saint's Girl Friday," starring Louis Hayward and Naomi Chance for Julian Lesser.

Ursula Thiess, German star under contract to RKO, will play the feminine lead in "The Americano," which stars Glenn Ford, Arthur Kennedy and Cesar Romero.

Ampex Is Marketing Low-Cost, 3-Channel Stereo Sound System

Designed primarily for theatres with seating capacities up to 1,500 seats, a three-channel stereophonic sound system has been developed by the Ampex Corp. of Redwood City, Calif. The system will sell for $3,995. This was disclosed here yesterday by Spyros S. Skouras, of the Circuit Construction Corp., who will serve as sales manager for the system.

At a trade press conference yesterday, Skouras said that each channel has a 30-watt amperage and will be known as the Ampex Master Series. Ampex also has two other stereophonic sound systems, the "deluxe" and "super" for larger houses.

In addition to the low price for the three-channel system, Skouras pointed out that other advantages were a guarantee against sound failure and its ability to channel sound through one or two of the other amplifiers in the event of a failure in one.

Greater Safety Claimed

According to Skouras and Ross Snyder, engineer for Ampex, the Master Series provides more safety features than are employed in any four-channel system. It was claimed that if a failure should occur in one or two of the power amplifiers or one or two of the pre-amplifiers, none of the three sound tracks will be lost because the three sound tracks will be mixed into the remaining one or two power amplifiers or one or two of the pre-amplifiers which will carry all three sound tracks to the stage speaker. Likewise, it was stated, if one or even two of the stage speakers should fail, again the emergency device provides that all sound is channeled through the remaining speaker.

If a four channel is desired, it was explained, it can be obtained for between $200 and $300.

First deliveries on current orders for the Master Series will be made on Jan. 15 and full deliveries are promised on or after Feb. 1. Approximately 40 theatres of the Skouras circuit will be equipped with the Ampex system by Jan. 15. Approximately 100 other houses around the country have ordered the Ampex systems.

Snyder said that the design of the Master series had been engineered with the purpose of simplifying as many complicated electronic parts as possible and to derive greater efficiency from the component parts of the system.

Say Senator Gillette Seeks Trade Plaints

DES MOINES, Dec. 28.—Al Myrick of Iowa-Nebraska Allied has been requested by Sen. Guy M. Gillette of Iowa, member of the Senate Small Business Committee, to forward exhibitors' complaints of unfair trade practices to him for study by the committee.

Sen. Gillette and other members of the committee were represented as being concerned about reports of many small exhibitors continuing to be faced with possible business extinction.

Refuse Rate Increase To Ohio Truckers

COLUMBUS, Dec. 28.—Three film truckers in the Cleveland area were denied boosts in rates by the Ohio Public Utilities Commission which suspended proposed increases after protests came from the Independent Theatre Owners of Ohio. The increased rates were to have become effective Dec. 25. The rate increases were requested by Film Transit Co., Leonard Albrecht and E. S. Johnson. If the firms object to the rate increase suspension, they will be required to justify the increases. The ITOO also has petitioned the Interstate Commerce Commission for similar action.

K.C. Services Today For F. D. Snow of 'IA'

KANSAS CITY, Dec. 28.—Felix D. Snow, 66, third vice-president of the IATSE, died Friday afternoon at a hospital here, following a recent heart attack.

He had been business agent of Stage Employes Local No. 31, Kansas City, since 1925, and a member of the general executive board of the International since 1940. He had helped organize many unions throughout the Midwest and traveled constantly as an IATSE field man in that territory until he was taken ill.

Services will be held at Freeman's Funeral Parlor, Kansas City, tomorrow. His widow survives .

Granada Theatres Reports '53 Profit

LONDON, Dec. 28.—Granada Theatres, Ltd., reported net profit for the year ended last Sept. 30 of £72,572 ($203,200), compared with a net profit for the preceding year of £72,167.

After payment of dividends on preference shares the previous year's dividend of five per cent on the ordinaries was continued.

Weitman Relative Killed

Funeral services for Captain Dudley Newstein, 30, a brother-in-law of Robert M. Weitman, vice-president of American Broadcasting - Paramount Theatres, will be held here this afternoon at Midwood Funeral Home. Capt. Newstein, a doctor in the U. S. Army, was killed in a highway accident while traveling from Fort Campbell, Ky., where he was stationed. He is survived by his widow, Bernice, and a son.

Mills Services Today

Funeral services will be held today in White Plains for Mrs. Laura Mills, wife of Jesse T. Mills, comptroller of Loew's, Inc., who died Saturday following a heart attack while visiting their daughter in Newburgh, N. Y. Burial will take place at Chestertown, N. Y.

Nat Cohen Planning Eight Co-Production Deals in the U. S.

Eight co-production deals between American producers and Anglo-Amalgamated Film Distributors of England are planned for 1954, Nat Cohen, executive of the latter company, said here yesterday. Cohen arrived over the weekend from London.

"Dangerous Journey," recently completed, and "The Sleeping Tiger," which is now in production, are co-production deals with Robert Goldstein. Cohen said he planned to go to Hollywood on Thursday to negotiate for acting talent and to discuss distribution deals for "Dangerous Journey" and "The Sleeping Tiger." The former picture stars William Lundigan and the latter has Alexis Smith, Alexander Knox and Dirk Bogarde in the top roles.

Cohen also plans to discuss joint production projects with Hollywood producers during his stay on the West Coast.

2nd Cinerama in Work

"The Thrill of Your Life," Cinerama's second film, to be produced by Louis deRochemont, will go into work shortly, with release scheduled for May, 1. Robert L. Bendick has been signed as director of the European episodes of the drama. He will fly to Paris Sunday to join deRochemont.

Variety Party A Sellout

The New Year's Eve party and reception to be held for the benefit of the New York Variety Foundation to Combat Epilepsy in the Sert Room of the Waldorf-Astoria Hotel is a complete sellout, reports Charles Reed Jones, publicist for the event.

NEW YORK THEATRES

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and The Music Hall's Great Christmas Stage Show
and SPECTACULAR STAGE PRESENTATION



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Fitzgibbons

(*Continued from page* 1)

same high quality. He also points to the fact that early in 1954 a large number of CinemaScope installations will be made in Canadian theatres, emphasizing that this has already proven tremendously popular in this country.

Expect Little TV Influence

Under these conditions, there is no doubt now that motion picture attendances in Canada will reach high levels and judging from the reactions to television in 1953, such attendances will not be affected much, if at all, during 1954.

In a letter to stockholders, Fitzgibbons dealt with the development of Telemeter and its recent experiment at Palm Springs, Cal., and added: "Your company has the Canadian franchise for Telemeter and the time is not far distant when Telemeter experiments will be conducted in Canada."

In making this announcement, he did not say where the pay-as-you-see television system would have its start in Canada but the first installation is expected to be made in an Ontario area.

TV Activity Planned

A portion of Fitzgibbons' year-end message dealt with the expansion of Famous Players into the television field. "Your company is interested in two television stations now under construction," he said. One project is at Quebec City where the company is associated with the owners of two radio stations and the other is at Kitchener, Ont., in affiliation with Station CKCR and Carl Pollock, president and general manager of Dominion Electrohome Industries Limited.

The president pointed out that the final-quarter disbursement "brings the total dividend payments per share for 1953 up to the total amount paid per share for the year ending Dec. 31, 1952."

N. Y. Paramount

(*Continued from page* 1)

attraction big enough to command the attention of all New York. Two screen attractions already have been lined up, "Dail M for Murder," in 3-D, and "Lucky Me," a Warner Brothers CinemaScope production which has been booked for Easter. Interspersed with such pictures, it was explained, will be stage shows of such calibre as Nat King Cole and his band, which drew $18,000 for a two-day reserved seat engagement in Buffalo's 2,700-seater Paramount Theatre. The stage shows, coupled with a screen attraction will be utilized intermittently.

The anticipated opening of "The Command," Warner Brothers first CinemaScope production, may be delayed beyond Jan. 15 if "The Eddie Cantor Story" is held over. "The Eddie Cantor Story" got off to a strong start, following a round of premiere festivities on television and radio station WABC.

Warwick-Col.

(*Continued from page* 1)

shell Hills" and the third property is as yet untitled.

Warwick already has completed two films for Columbia release, "Paratrooper" and "Hell Below Zero," both starring Alan Ladd. The third, "The Black Knight," another Ladd starrer, is currently in production.

Grosses in Upsurge

(*Continued from page* 1)

"The Robe" grossed $735,000 over the weekend in the 82 neighborhood situations in the Metropolitan area, among which are 27 RKO situations.

Radio City Music Hall, with "Easy to Love" on the screen and the annual Christmas show on stage, is expected to hit a tremendous $181,000 in this fourth week. Long lines around the Hall, now forming daily, are evidence of the capacity business being done there. The Saturday business, which was $31,500, established a new Saturday record for the Hall. "Knights of the Round Table," M-G-M's first CinemaScope production, will open there on Jan. 7.

At the Roxy, a big $130,000 is estimated for the second week of "Beneath the 12-Mile Reef," in CinemaScope. "Miss Sadie Thompson," in 3-D, is due to register nearly $100,000 for its first week at the Capitol, an outstanding gross. At the Paramount, a fine $86,000 is indicated for the first week of "The Eddie Cantor Story." Another CinemaScope production, "King of the Khyber Rifles" at the Rivoli, is predicted to rack up a swell $75,000 for its first week.

"How to Marry A Millionaire," in CinemaScope, ended its run at Loew's State on Sunday, with $25,000 for the last six days of its seven-week run. The same picture at the Globe is expected to do a good $22,000. The State's new attraction, "All the Brothers Were Valiant," opened there yesterday. "This Is Cinerama" at Warners is estimated to zoom to $65,000 for its 30th week, with extra performances slated for the holidays.

'Cease Fire' in 5th Week

A good $35,000 is indicated for the first week of "Here Come the Girls" at the Mayfair. "Cease Fire," in 3-D, is expected to hit a nice $15,000 for its fifth week. A fair $20,000 is seen for the first week of "The Bigamist" at the Astor while a satisfactory $15,500 is forecast for the sixth week of "The Man Between" at the Victoria.

Many off-Broadway first-run houses also enjoyed good business. "The Living Desert" at the Sutton is expected to register a fine $14,300 for its seventh week. The long-standing "Lili" at the Trans-Lux 52nd Street is due to hit a neat $7,500 for its 42nd week. "Annapurna" at the Trans-Lux 60th Street is indicated for a satisfactory $5,500 for its third week, while "The Little Fugitive" at the Normandie is due for a good $7,000 for its 13th week.

William W. Howard, vice-president of RKO Theatres, commenting on "The Robe," said that during its first three-day showing it broke all weekend records of the circuit for the last five years.

Edward L. Hyman, vice-president of American Broadcasting-Paramount Theatres, said that business this Christmas weekend was higher in AB-PT theatres compared to the holiday business done last year. He pointed out that this was true for the circuit despite the "Bwana Devil" grosses last year, which swelled the business done in the circuit's Texas and Southwest affiliates.

A Stanley Warner spokesman said that grosses over the weekend were "much better than last year."

A Loew's official, commenting on weekend business, said that Loew's neighborhood houses did "very well," about the same as last year. He saw an upsurge over last year later in the week, with "From Here to Eternity" opening in Loew's Metropolitan situations tomorrow.

New Bills and Holdovers Draw Well in Chicago

CHICAGO, Dec. 28.—Aided by the Christmas weekend, first runs snapped out of their pre-holiday slump here, with several new bills opening well and some holdovers bouncing up from the previous week's figures. Among the newcomers, "Kiss Me Kate," topping $60,000 at the Chicago; "Walking My Baby Back Home," heading for a strong $20,000-plus at the United Artists; "The Living Desert," topping the opening week of "Martin Luther" at the Loop, with a fine $22,000 expected; "Here Come the Girls" and "Those Redheads from Seattle," soaring over $30,000 at the McVickers; "Easy to Love," turning in a good $16,000 at the RKO Grand, and "Annpurna," lifting the Surf to a hefty $6,300 are showing the way.

The top holdovers are "This Is Cinerama," winding up a $31,000 week at the Palace, but expecting to go much higher during the coming week with nine extra performances scheduled; "The Robe," back over $30,000 in its 14th week at the State Lake; "How to Marry a Millionaire," also still topping $30,000 at the Oriental, and "The Captain's Paradise," holding steady with $3,500 at the Ziegfeld in its ninth round.

Big $12,000 for 'Sila' At New York Theatre

"Lure of the Sila," an IFE release, is expected to hit a big $12,000 for its first week at the New York Theatre here following a three-day record gross of $6,475.

King Brothers Elect, Set Four Productions

HOLLYWOOD, Dec. 28.—Felix Guggenheim was elected a member of the board of directors of King Brothers Productions, Inc., at the annual stockholders meeting.

Frank King was reelected president and Maury King was renamed vice-president. Herbert Nusbaum was again made corporate secretary.

Plans for the new year were announced, with four pictures lined up either for release or production. "Carnival Story," starring Anne Baxter and Steve Cochran, will be released through RKO Radio this spring. Two pictures will be made abroad, "The Boy and the Bull," to be filmed in Spain, and "The African," to be made in and around Nairobi, Africa. The King Brothers' "Attack," a story of the U. S. Marines, will be filmed at Camp Pendleton.

Potter Will Direct 1st Col. CinemaScope

HOLLYWOOD, Dec. 28.—Henry C. Potter has been named by Jerry Wald, executive producer of Columbia Pictures, to direct Betty Grable and Marge and Gower Champion, in Columbia's first CinemaScope production, "Pleasure Is All Mine."

Fox and 'U'

(*Continued from page* 1)

22,900 shares changing hands. Activity is ascribed in the Street to reports of the company's record business volume in the current quarter, announced last week.

Universal was up ⅜ to close at 18⅜ for its new high for the year. Universal preferred also rose one point to 63. Columbia, which also has shared the market spotlight recently, was off one-half point to 21⅛ yesterday. Leow's, Paramount and Warner Brothers all made good fractional gains.

On the American Exchange, Allied Artists was up ¼, closing at 4⅞ to equal its 1953 high.

'La Ronde'

(*Continued from page* 1)

York ban to the high court after it had been upheld by the state tribunals. The case will be argued on Jan. 6 after the judges have viewed the picture.

New York Attorney General Nathaniel Goldstein argued in his brief that a state has a constitutional right "to screen pictures before exhibition in order that immoral pictures may be recognized and excluded."

And, he added, "La Ronde" is "immoral" from beginning to end.

Furthermore, he declared, the New York film censorship law is a bulwark against juvenile delinquency, and New Yorkers generally believe in the need for film censorship by the state rather than by local authorities.

The brief answered the plaintiff's argument that laws forbidding the exhibition of objectionable films should be effective after the showing, not by prior censorship, by declaring that, in the light of increasing juvenile delinquency, it is just as wrong to allow a theatre to start exhibiting an immoral film as it is to allow the sale of liquor and drugs to minors.

5 Governors at N.E. Cinerama Premiere

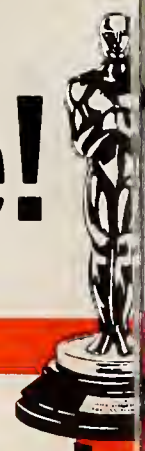
Five New England state governors, Lt. Governor Sumner D. Whittier of Massachusetts and Mayor John B. Hynes, of Boston, are to head a list of dignitaries including Back Bay Boston socialites and leading publishers and merchants when "This Is Cinerama" has its premiere in Boston, the ninth Cinerama city, tomorrow night. Mayor Hynes will act as official host at the Boston Theatre for the event, sponsored by the Jimmy Fund of the Boston Children's Cancer Research Foundation.

Radio and television newsreels will record the festivities prior to showtime and during intermission, highlighted by a presentation to Cinerama from the Daughters of the American Revolution. S. H. Fabian, president of Stanley Warner, who will head a group of S-W executives attending the premiere, will accept the scroll.

Radio Drive for 'Cantor'

HOLLYWOOD, Dec. 28.—Warner Brothers has concluded a deal with Henry Bubeck, radio program director for National Broadcasting Co., for full Coast-to-Coast network coverage of the premiere of "The Eddie Cantor Story" tomorrow night at Warner's Beverly Theatre. In addition, there will be a television presentation of the activities over ABC-TV.

The best loved picture of our time!



The Hollywood Reporter

Trade Views by W. R. Wilkerson

• IT'S GOING to be interesting to watch the results of Sam Goldwyn's reissue of "The Best Years of Our Lives."

Previously the reissue of a good picture has just been a reissue prompted either by a void in a company's releasing schedule or a jump for ticket sales because of the timeliness of the showing of an old subject.

With Goldwyn, it will be on a different plane. Goldwyn will do it as Goldwyn does most things, with all stops out. He'll advertise and exploit this great picture of 1947 with even more advertising and exploitation than he draped around the show when it was first shown, AND RKO will go after exhibitor deals comparable with its '47 sales. Accordingly, this becomes more than just a reissue. It will bring back one of the great money pictures of six years ago at the same time as the stalled war and the probable return of U.S. GI's to their home diggings and their look at a new life.

Because of the great shortage of new pictures and because of the fact that Goldwyn is going to spend a lot of money giving "Best Years" a new start, the picture's reissue should become something of a boxoffice event; that is, provided the theatremen take the picture in the same stride that inspires Goldwyn in its new run.

We saw the picture the other night in its new screen form — on the big screen — and liked it even better than when we first saw it. The great story of the returning three GI's from the Japanese war fits currently like a glove. The story is not worn, to any extent, and the show could have been made today and released tomorrow.

The return of "Best Years" should be welcomed by the theatre operators as, we are certain, it will be greeted by the ticket buyers. It's a wonderful picture, and there are a lot of wonderful pictures of other years that could, with proper handling, go out and attract top patronage IF the distributors and the exhibitors will give them the proper support.

The Film Daily

Along the Rialto with PHIL M. DALY

"Best Years" Is Still Best

● ● ● SOME SEVEN YEARS ond o few doys aga "The Best Years of Our Lives" first appeared an the screen. . . . Immediotely it was recagnized as a monumentol praductian achievement by Somuel Goldwyn. . . . William Wyler's striking direction af the Mackinlay Kantar story, scripted by Robert E. Sherwoad, was a natewarthy effart. . . . The cast wos just abaut the best selection ever. . . . The picture went on to bow throughout the world and everywhere it created profound impress. . . . Now Galdwyn is again about ta issue the noted Academy Award winner. . . . Viewed the other night in an RKO neighborhaod spot, the 172-minute film is still a prafaundly affecting experience with painted realism, tremendous emotianal impact and high dramatic register. . . . The effect upon the oudience was great—as great, Phil M. ventures to say, os it wos upan oudiences in 1946. . . . The voried messoges contoined in "The Best Yeors" are as timely ond os potent seven years later as they were the first time oround, and moybe mare sa. . . . So, it must be said and said emphatically, that if ever o film rated a comeback it is "The Best Years." . . . Fram this preview demonstrotian, said camback is going ta be quite samething to wotch and report.

Variety

'Best Years' Stands Test of Time

Hollywod, Dec. 8.

"Best Years of Our Lives," Samuel Goldwyn's 1946 Academy Award winner, is being reissued in 1.65 to 1 widescreen ratio late in January. New $250,000 advertising campaign will back dates in firstrun situations.

Shown in Hollywood to special press group last night (Monday) it's surprising how well this William Wyler-directed and Robert E. Sherwood-written film stands up in light of current events and atmosphere.

With Goldwyn giving film brand new ad campaign as though it's a fresh release, "Best Years," which runs two hours and 55 minutes, should again prove a boxoffice winner for exhibitors. Since there's whole new generation of veterans once again returning from war, picture is same provocative subject it was seven years ago.

Then there's added exploitation asset of film having won seven major Oscars, not counting Thalberg award to Goldwyn and special award to Harold Russell for bringing "hope and courage to his fellow veterans."

Scho.

"THE BEST YEAR

The most honored picture of all time!*

BOXOFFICE

Good Timing

An important factor in the success of motion pictures often is timing of release. A fine production, such as "The Best Years of Our Lives," was sensationally successful, doubtless because it was initially released at a time when its story was given added impact by its timeliness and appeal to virtually every family in America. That factor should add in good measure to the drawing power of this production which Samuel Goldwyn has wisely timed for re-release around the first of the year. Conditions today, after the Korean war, are much the same as they were seven years ago, after World War II. Returning GIs, many with newly-acquired families, are experiencing the same problems attendant to their return to civilian life. The realistic aspects of the "Best Years" story made it one of the great motion pictures of our time. It should, again, prove to be a great attraction.

Ben Shlyen

MOTION PICTURE DAILY

'Best Years' Still a Very Timely Motion Picture

By JAMES CUNNINGHAM

The still vivid memories instilled by Samuel Goldwyn's "The Best Years of Our Lives" 'way back in Nov., 1946, were not dimmed one iota Tuesday evening when distributor RKO Radio brought back this great production to the screen of RKO's 58th Street Theatre here, to show it to the press prior to its re-release in February. Rather, those memories of the unusually human tale about the homecoming of a trio of World War II veterans gained added lustre from the knowledge that here is one of the few great screen masterpieces about contemporary life that is as timely today as it was on the day it made its debut, seven years ago. For there are now "GI's" everywhere returning from Korea whose lives, home-life and problems are pretty much the counterparts of those of the returnees from World War II, as depicted in "Best Years."

Unlike most other top re-releases, "The Best Years" will be handled in the same manner as a new production is merchandised and promoted, with complete campaigns and showmanship treatment. Justifiably, much will be made of the fact in the contemplated $250,000 promotional campaign that this Samuel Goldwyn-produced and William Wyler-directed production is the "most honored picture of all time," with nine Academy awards and "virtually every other prize available to a motion picture."

A new approach will be made to all advertising, accessories and trailers. Co-operative advertising will give the production strong support and field men will operate much in the same manner as they do country-wide in behalf of a brand new top production.

We left the theatre particularly impressed with the picture's timeliness and significance, made so by the long-drawn-out participation of the armistice negotiators in Korea while our G.I.'s stood by tediously awaiting the start of their trip home. They have been trekking back to these shores for months; home, too, are the paraplegics, like Harold Russell in "Best Years"—all needing the sympathetic understanding that the sterling performances of GI's Russell, Fredric March and Dana Andrews inspire in "The Best Years."

We are told that a mounting succession of demands for the re-release have been voiced by spokesmen from organizations like the General Federation of Women's Clubs, from veterans' organizations and from newspapers and writers, especially those speaking for the generation that has grown up since the production was withdrawn from circulation some five years ago.

'Familiar Goldwyn Manner'

On Nov. 22, 1946, MOTION PICTURE DAILY's review of "The Best Years" said: "The modern motion picture audience . . . will like its humor, its love-making, its glimpses of family life, its small-city scenes and social life. It is quite likely they will swarm to it for many months. . . . The entire production is in the familiar Goldwyn manner of excellence and completeness. . . . The acting is excellent throughout." Not a word need be changed for any review of "The Best Years" today.

Many names of the cast are highly saleable—besides March, Andrews and Russell, there are Myrna Loy, Teresa Wright, Virginia Mayo, Cathy O'Donnell, Hoagy Carmichael, Gladys George, Steve Cochran, Ray Collins and Victor Cutler, to mention some.

The production runs two hours and 50 minutes; we enjoyed every one of them, on this, our third time around. This time, RKO projected it on wide-screen; it enhances some, but it does not need it. Robert Sherwood wrote the screenplay.

** Because of its great entertainment, "The Best Years of Our Lives" is the only picture ever to receive nine Academy Awards and an avalanche of honors and prizes from all over the world.*

S OF OUR LIVES"

N.Y. Critics

(Continued from page 1)

best director; other candidates were George Stevens, Joseph Mankiewicz, William Wyler and John Huston. Burt Lancaster was named top actor, from among candidates William Holden, Spencer Tracy, John Gielgud and James Mason. No. 1 actress was Audrey Hepburn, with Eva Gabor, Anna Magnani, Jean Simmons, Leslie Caron and Colette Marchand as other candidates.

TV Stations, CBC in Program Agreement

OTTAWA, Dec. 28 — Private broadcasters and the Canadian Broadcasting Corp. have reached an agreement defining their respective fields in obtaining television programs outside Canada. CBC will make the arrangements with the outside networks in getting "all programs which are being carried currently" by outside networks, while the privately-owned TV stations will deal with the outside networks in obtaining filmed commercial programs. The latter programs will not be carried by CBC without agreement of a majority of the 14 affiliate stations.

Hopkins in CBS-Col. Post

David J. Hopkins, son of the late Harry L. Hopkins, has been named director of sales for CBS-Columbia, TV-radio manufacturing division of Columbia Broadcasting System.

Every week-day is
walt FRAMER
"Top-rating" day!
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THE BIG PAYOFF
walt FRAMER
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Television--Radio

with Pinky Herman

ORIGINALLY shown for the first time at the company's annual convention at Buffalo, N. Y., last July, Sylvania will hold its second color reception demonstration when several of its key city offices will screen the Tournament of Roses colorcast on New Year's Day. . . . Film producer Frank P. Rosenberg has just acquired the TV rights to the popular game, "Scrabble," and will produce a series featuring a moderator, comic and regular panel. Ted Ashley Associates is handling the package in N. Y. . . . . Extension of its NBContract for another 52 weeks, Cities Service Band of America (oldest consecutively-broadcast program) enters its 28th year on the air. Paul Lavalle has been the conductor for the past ten years.

☆ ☆ ☆

General Foods has signed the Ed Wolf Package, "Masquerade Party," to a long-termer and until such time when a regular time slot can be arranged, the cleverly-concocted quiz will be used as a periodic replacement for the "Red Buttons Show." Incidentally, could G. F. have had in mind the imminence of color when it set the deal? . . . Kermit Schafer, producer of several TVideo shows, "Talent Search," "Quick on the Draw" and others, found time to pen a tome, "Your Slip Is Showing," published by Grayson Pub. Corp., a most hilarious collection of TV-radio fluffs. . . . On last Wednesnite's after the fight "Sports Spot," Mel Allen asked visiting guest Steve Belloise about his fight with Sugar Ray Robinson. "Not much to tell," ad-libbed Steve; "the only time I touched him was when we shook hands."



Ed Wolf

☆ ☆ ☆

The many 'firsts' that he and his orchestra have accomplished including 'first orchestra to be televised,' 'first pop music record album featuring vocal chorus,' 'first to be featured in all-talkie movie,' and 'first to feature choral music in radio,' among others, are some of the reasons why Tin Pan Alleyites call Fred Waring, "Number One Man in the Music Industry." (And to this listener, Fred's fine musical programs will never be 'Waring' out) . . . ; Sponsorship of alternate week telecasts of the "Annie Oakley" CBSeries by national accounts and local advertisers, is a new syndication pattern that may well set up a novel and unique phase in TV merchandising. . . . Bill Nimmo, whose 'bartending' for Pabst Blue Ribbon between rounds of the Wednesday prize-ring CBSlugfests, is as smooth as the amber liquid he sells, was a former boxer of note himself in his native Cincinnati.

☆ ☆ ☆

Milton Gordon, Prexy of TV Programs of America, will be host tonight at the Waldorf-Astoria's Perroquet Room, where a cocktail party will be held in honor of Edward Arnold, new host of TPA's telefilm series, "Your Star Showcase." . . . CBStarting Sunday, the station will begin its TV schedule at 7:45 A.M. with trailers highlighting the day's screen fare. . . . Since Mark Stevens took over the "Martin Kane" TV'er ten weeks ago, the show has attained a Nielsen-sational rating of 33.9, highest 'mark' since the program started five years ago. . . . Bill Tuttle, new veep at John E. Gibbs & Co., has acquired telefilm rights to Street & Smith's popular radio whodunit, "The Shadow," with production slated to start next month. . . . Lindley Murray Jones, Jr., starts a new TV program Saturday. Lindley Murray Jones?? Who's he? He's none other than Spike Jones, whose RCA platters have sold more than 5,000,000 in one year (Der Fuehrer's Face) who'll henceforth be called the NBCaliph of Corn.

☆ ☆ ☆

DOTS ALL . . . Radio City buzzing with chatter about 'changes' contemplated by NBC Prexy Pat Weaver. . . . Don Hollenback's CBSunday 'News Special' TVer renewed for a year by Norwich Pharmacal. . . . Dial Soap (Armour & Co.) comes CLEAN and reveals that "in four years Dial Soap has come from nothing to up among the very top few in soap sales . . we credit Dave Garroway . . with a large share of responsibility for the success . ." (Dial, smarnya, dial.). . . . Dr. Frances Horwich's TV "Ding Dong School" from NBChicago, has earned her Women's Home Companion award as one of the country's 'six most successful women.'

Goldwyn Asks

(Continued from page 1)

would be the earliest opportunity to hold the discussion Goldwyn suggests, should Johnston and the MPAA board take affirmative action.

In his letter, Goldwyn reaffirms his confidence in and support of the Production Code, of which he describes himself as "one of the initiators," and says: "I am sure that out of this (the suggested discussion) would come a better and sounder code and an end to the present movement to disregard and nullify it."

The full text of Goldwyn's letter follows.

"I believe the time has come when it is imperative to bring the production code up to date. As one of the initiators of the code, I have never for a moment wavered in my belief—nor do I now—that the principle of the code is essential to the well being of our industry. It is only through sound self-regulation that, as an industry, we can avoid the excesses that lead to unbridled censorship.

'Far Greater Maturity'

"Nevertheless, we must realize that in the almost quarter of a century since the code's adoption, the world has moved on. But the code has stood still. Today there is a far greater maturity among audiences than there was 25 years ago—and this is true of the young people as well as the older ones.

"Audiences today realize what creative people have always known—that drama is worthless unless it has integrity and resembles life. To portray life honestly on the screen requires a greater degree of latitude, within the bounds of decency, than exists under the code. The time has come to recognize this fact.

"Of course, there are many aspects of life that can never be portrayed on the screen. The production code seal must never serve as a license for filth or vulgarity or for violation of the basic principles upon which the code is founded. Neither must the code serve the purposes of every pressure group which has a special prejudice.

Wants a 'Respected Guide'

"Unless the code is brought reasonably up to date, the tendency to bypass it, which has already begun, will increase. This can lead to excesses which will do our industry a great deal of harm. I want to see the code continue as a respected guide of conduct which is observed, not disregarded, by picture makers. But to preserve it as such, we must bring it into harmony with the times.

"I therefore suggest that a meeting be called of all producers who are signatories to the code to discuss the need for modernization of the code and the specific manner in which it can best serve not only our industry but the public. I am sure that out of this would come a better and sounder code and an end to the present movement to disregard and nullify it. It is vital that this be done before it is too late."

HOWARD E. STARK
Brokers and Financial Consultants
TELEVISION STATIONS
RADIO STATIONS
50 E. 58th St., N. Y. EL 5-0405
Specialists to Motion Picture Industry

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 74. NO. 124 NEW YORK, U.S.A., WEDNESDAY, DECEMBER 30, 1953 TEN CENTS

Seeks Perfection

20th Outlines Exhibitor Aid 'Scope Plan

Entire Company Joining In Presentation Program

A program designed to aid exhibitors in the proper presentation of CinemaScope pictures was unfolded here yesterday by 20th Century-Fox.

The plan, which calls for the mobilization of division and branch managers, salesmen, field exploitation representatives and home office executives, is being initiated at a time when the process is being introduced in hundreds of theatres domestically, in Canada, and in principal cities of the world. It seeks to "insure that mil-

(*Continued on page 4*)

Add Seven More TV Stations to Bell System Facilities

Seven more television stations have been connected to the Bell Telephone System's nationwide network of television facilities.

They are KOA-TV, Denver; WROL-TV and WTSK-TV, Knoxville; WOSH, Oshkosh, Wisc.; WSTV, Steubenville, O.; WDAN-TV, Danville, Ill., and KWTV, Oklahoma City. The Knoxville, Oshkosh

(*Continued on page 4*)

$250,000 Take for 1st 'Knights' Dates

M-G-M's "Knights of the Round Table" is understood to have grossed close to $250,000 in the first four days of seven Christmas Day openings, including six days at the Egyptian Theatre in Los Angeles. This is said to be record-breaking business. For the Los Angeles tally, "Knights of the Round Table" grossed $40,200 in the first six days of its world premiere engagement.

For four days each in the following towns, the picture grossed $19,405 in Atlanta, $27,150 in New Orleans, $24,190 in Kansas City, $35,210 in St. Louis, $33,401 in Cleveland, $27,640 in Detroit, and $34,700 in Pittsburgh.

RKO Liable to PCA Fine of $25,000 as 'Line' Premieres

ST. LOUIS, Dec. 29.—RKO Radio's "French Line" opened at Fanchon & Marco's Fox Theatre here at noon today, playing without an industry Production Code seal and preadvertised with newspaper copy not approved by the industry's Advertising Advisory Council.

The immediate results were record crowds at the box-office of the theatre and RKO, the distributor, a member of the Motion Picture Association of America and a signatory of the Production Code, laying itself liable to a $25,000 fine by the Association for

(*Continued on page 6*)

Ford Sets Mark with Closed Circuit TV In 31 Theatres

The Ford Motor Co. has concluded a deal with Box-Office Television calling for the most extensive off-hour theatre TV show in the history of the medium.

The show, which will be telecast in 31 theatres in the same number of cities, will be staged on Jan. 28. The national closed-circuit program will begin at 11:00 A.M. and end at 1:00 P.M. (EST).

Invited to the Coast-to-Coast telecast on the promotion of new Ford

(*Continued on page 4*)

THE CODE DISPUTE

By MARTIN QUIGLEY

SAMUEL GOLDWYN in a letter to Eric Johnston, president of the Motion Picture Association, asserts his belief that "the time has come when it is imperative to bring the Production Code up to date". He further remarks that "in the almost quarter of a century since the Code's adoption, the world has moved on. But the Code has stood still."

Mr. Goldwyn's voice is one of authority in the motion picture industry and one of towering prestige with the amusement-seeking public the world over. It is unfortunate that the Goldwyn voice is now raised in chorus with that continuing cabal of clamor against the Code by those who seek the destruction of all restraints and standards in motion picture entertainment dedicated to the maintenance of decency and morality.

Mr. Goldwyn has not, I am sure, intended any such purpose. In fact, in the Johnston letter he states, "It is only through sound self-regulation that, as an industry, we can avoid the excesses that lead to unbridled censorship." But the public position which Mr. Goldwyn now assumes inevitably will have the effect of lending the weight of his influence to the comfort and support of those who, despising all regulation, want to tinker with the Code to the point of making it nothing other than a sham and a pretense.

To say that the Code ought to be brought up to date sounds on the face of it as an entirely reasonable observation. The world moves on and institutions and individuals who want to be abreast of the times must keep up with the procession. However, any such dictum applies to customs and conventions. It most emphatically does not apply in the area of morality. Principles in the area of morality are as unchangeable as are the pertinent principles in the area of mathematics. Theft, perjury, adultery and all of the other serious infractions of the moral law are morally wrong now, always have been and always will be. A code that would drift with any current of contrary thought would be a fraud.

Hollywood has been distantly familiar with the Code for nearly a quarter of a century. It would seem that such a span of time would have been sufficient for both Hollywood and all other elements of the industry to come to understand its essen-

(*Continued on page 6*)

Goldwyn Told:

Code Changes Will Receive MPAA Study

Johnston Reply Asks For Specific Ideas

Any suggestions for changes in the industry's Production Code from Samuel Goldwyn will receive "the careful attention" of the Motion Picture Association of America, Eric Johnston, president, said in a reply to the producer's request for a meeting to consider what Goldwyn termed in a letter to Johnston last week "modernizing" the Code.

Johnston asserted in his reply, made public by his office here yesterday, that "a starter in consideration of the subject" would be some "specific and

(*Continued on page 6*)

Londoners Forsake TV; Theatres Set 20-Year Records

By PETER BURNUP

LONDON, Dec. 29.—British theatres chalked up their greatest grosses in the past 20 years yesterday.

London's West End showcases were mobbed with entertainment seeking hordes which gave virtually all houses

(*Continued on page 6*)

Booming Pace Along Broadway Continues

Booming Christmas holiday business continued yesterday in the Times Square area here, with Radio City Music Hall attracting lines five blocks long.

Other Broadway showcases chalking up excellent business included the Capitol, with "Miss Sadie Thompson," the Roxy, featuring "Beneath the 12-Mile Reef," Paramount, headlining "The Eddie Cantor Story," and the Rivoli, with "King of the Khyber Rifles." The Hall, which is featuring its annual Christmas show and "Easy to Love," continued to do capacity business, with crowds waiting outside for four hours in order to gain admission.

Personal Mention

EDWIN W. AARON, 20th Century-Fox Western sales manager, will return to New York Monday from Los Angeles.

•

JAMES M. CONNOLLY, branch manager for 20th Century-Fox in Boston, has been named chairman for the Suffolk County March of Dimes. JOHN FELONEY, 20th-Fox sales manager, and PHIL ENGEL, publicist, have been designated co-chairmen for the motion picture industry.

•

SAL ADORNO, Sr., general manager of M. & D. Theatres, Middletown, Conn., has left there with MRS. ADORNO for Phoenix.

•

IRVING BERLIN, who is in New York for the holidays, will return to Hollywood on Jan. 15.

Beverly Hills Honors Cantor and His Film

HOLLYWOOD, Dec. 29. — Eddie Cantor was honored here tonight by more than 800 film celebrities and civic leaders at the premiere of Warner Brothers' "The Eddie Cantor Story" at the Beverly Theatre. The formal premiere came as the climax of "Eddie Cantor Day," officially proclaimed by the Beverly Hills City Council as a tribute to the comedian.

Invited to the premiere were Gov. Goodwin Knight, Lieut. Gov. Harold J. Powers, Mayor Norris Poulson of Los Angeles, Mayor F. E. Fisher of Beverly Hills and Sheriff Eugene Biscailus.

Invitation Premiere For 'Female' Jan. 12

An invitational premiere scheduled for the evening of Jan. 12 at the Victoria Theatre here will introduce Paramount's "Forever Female," starring Ginger Rogers, William Holden, Paul Douglas and Pat Crowley. The guest list is expected to include many top names of stage, screen, radio and television, as well as many leaders in the civic, social and journalistic life of the city.

Correction

In a story in yesterday's MOTION PICTURE DAILY, concerning the Ampex three-channel stereophonic sound system, it was erroneously stated that a four channel unit would cost between $200 and $300. The word 'four' should have been 'fourth'; the sentence should have read, "If a fourth channel is desired, it can be obtained for between $200 and $300."

Sanborn Services Held

WOLFBORO, N. H., Dec. 29.—Funeral services were held here yesterday for Ansel Sanborn, veteran circuit owner of this state. He is survived by a son, Norris.

Annual Communion Breakfast of Film Industry on Jan. 31

Plans for the motion picture industry's Fourth Annual Communion Breakfast were launched here at a meeting of the Committee of Sponsers held in the Paramount board room yesterday. The breakfast, to be held Jan. 31 at the Waldorf-Astoria Hotel here following Mass and Communion at 9:00 A. M. at St. Patrick's Cathedral, is for Catholic members of the industry and their families.

Starting four years ago in New York, the movement for annual Communion Breakfasts for Catholics in the industry has spread to other cities. Last year similar affairs were held in Los Angeles, New Orleans, Toronto and Detroit.

Tickets Available Next Week

Tickets for the affair will be distributed starting next week in all home offices of the sponsoring committee. Members of the committee are:

Frank J. Alford, MPEA; John W. Alicoate, "Film Daily"; William E. Barry, Shea Enterprises; Marguerite Bourdette, Paramount; Frank Bryan, Skouras Theatres; Frank E. Cahill, Jr., Warner Brothers; Francis X. Carroll, 20th Century-Fox; Patrick Casey, Casey Enterprises; John Confort, Jr., Confort and Co.; Robert W. Coyne, Compo; Thomas Crehan, RKO Theatres; William Cronin, Comerford Theatres.

John Dervin, Monogram Pictures; Edward C. Dowden, Loew's; Albert A. Duryea, Pathe Laboratories; Joseph Eagan, Fabian Theatres; James M. Franey, United World Films; Joseph M. Geoghan, Century Theatres; Edmund C. Grainger, RKO Theatres; James R. Grainger, RKO Pictures; Agnes Mengel Grew, Paramount; William J. Heineman, United Artists; Walter F. J. , Higgins Prudential Theatres; John Hughes, United Artists; James David Ivers, Quigley Publishing Co.

All Fields Represented

James J. Jordan, Universal Pictures; John Kane, Columbia Pictures; Frank J. Kiernan, Stanley Warner Corp.; Austin C. Keough, Paramount; Fred Leo, American Broadcasting-Paramount Theatres; Mrs. James Looram, International Federal Catholic Alumnae; Fred L. Lynch, Radio City Music Hall; Thomas J. Martin, Warner Brothers; Joseph A. McConville, Columbia Pictures; Joseph McMahon, Republic Pictures; William J. McShea, RKO Radio; William Moclair, Roxy Theatre; Paul C. Mooney, Sr., National Screen Service.

Peter J. Mooney, Audio Productions; James A. Mulvey, Samuel Goldwyn Productions; John F. Murphy, Loew's; Thomas Murtha, IATSE, Local No. 4; L. Douglas Netter, Jr., Altec Service Corp.; Paul O'Brien, O'Brien, Driscoll & Raftery; Robert H. O'Brien, American Broadcasting-Paramount Theatres; John J. O'Connor, Universal Pictures; Thomas F. O'Connor, RKO Theatres; Edward K. O'Shea, Paramount; Martin Quigley, Quigley Publishing Co.

Edward C. Raftery, O'Brien, Driscoll & Raftery; Charles M. Reagan, M-G-M Pictures; C. J. Scollard, National Screen Service; Edwin J. Smith, Jr., RKO Radio; Nick Tronolone; Frank C. Walker, Comerford Theatres; Eugene Walsh, Universal Pictures, Inc.; Richard F. Walsh, IATSE; William A. White, Skouras Theatres.

See No Contracts With BMI as Yet

It is understood that no contracts have been signed by individual theatres or circuits with Broadcast Music, Inc., governing payments for playing of BMI music.

BMI recently announced a schedule of rates to theatres, effective Jan. 1. A spokesman for BMI said that he expects the organization to make an announcement shortly.

Five to Get Awards From Federation

Bishop Fulton J. Sheen, Dr. Moshe Davis, Eddie Fisher, Deborah Kerr and Edward R. Murrow will be guests of honor at the Jan. 14 luncheon of the amusement division of the Federation of Jewish Philanthropies, to be held at the Hotel Astor here.

Harry Brandt, president of the Independent Theatre Owners Association, in making the announcement, added that the five honor guests will receive "Mark of Achievement" gold medallions for bringing "happiness and hope to countless thousands during 1953." Brandt, who is chairman of the industry's current effort on behalf of the 116 hospitals and social service agencies of the Federation, said that Bishop Sheen and Dr. Davis, former program director of the radio program, "The Eternal Light," will be awarded their medallions for "inspiration brought to millions." Miss Kerr, Fisher and Murrow, he added, are being honored for having made their mark of achievement in 1953 through various entertainment media.

Jennifer Jones Out of 'Country Girl' Cast

HOLLYWOOD, Dec. 29.—Jennifer Jones, at her own request, will be replaced in the title role of "The Country Girl," Paramount film in which she was to have starred with Bing Crosby and William Holden. Miss Jones, who in private life is Mrs. David O. Selznick, is expecting a child next summer.

Negotiations for Miss Jones' appearances in other films also have been necessarily affected. These include "Mary Magdalene", "The Doctor's Dilemma" and "Bell, Book and Candle."

Cleve. MPEA to Meet

CLEVELAND, Dec. 29. — The Cleveland Motion Picture Exhibitors Association will hold its annual business meeting for an election of officers on Jan. 12. A buffet luncheon will precede the meeting.

Promotional Confabs For 'Miller Story' In Progress at 'U'

Promotional planning meetings on "The Glenn Miller Story" for field exploitation representatives are being held by Universal-International here under the direction of Charles Simonelli, Eastern advertising-publicity manager. The meetings will continue through today. On the agenda are the key city tour of James Stewart, who plays the title role; the observance of "Glenn Miller Day" in Iowa and the world premiere in Miami as well as the national promotional tieups which are being keyed to the national release of the film on Feb. 22.

The world premiere in Miami will be held at the Carib, Miami and Miracle theatres on Jan. 19. The Coast-to-Coast release in February includes an opening at the Capitol Theatre here.

'Robe' Booked for 30 Chicago 2nd Runs

CHICAGO, Dec. 29.—Thirty theatres in and around Chicago will play "The Robe" in its first outlying run starting Jan. 15, according to the latest figures available here.

Although the one-week limitation on outlying runs in B. & K. and Stanley-Warner theatres, both circuits defendants in the Jackson Park case, was waived by the Jackson Park for this picture, no Stanley-Warner, and only three B. & K. houses, the Uptown, La Grange, and Berwyn, have booked the film for two weeks. Should the picture do exceptional business, however, it is likely that it will be held over for additional playing time in the circuits' theatres where it is booked for only one week.

A-A, 'U' Stocks Set New Highs for 1953

Allied Artists and Universal common stocks set new 1953 highs in yesterday's market trading, A. A. advancing ⅛ of a point to close at 5, and Universal went up one-half, closing at 18⅞. Loew's was in good demand with a 15,000-share turnover for the day, closing at 13, up one-quarter.

Columbia and 20th Century-Fox, market leaders for the past week, were both off fractionally yesterday on profit-taking, having set new highs for the year on the preceding day.

Bible Tale of Joseph Bought by Columbia

"Joseph and His Brethren," one of the best known of the Biblical stories, has been acquired by Columbia Pictures from Louis B. Mayer and has been placed on the studio's 1954 schedule. The screenplay by John Lee Mahin will be personally produced by Columbia's executive producer Jerry Wald, with color in Technicolor and directed by William Dieterle in various sections of Europe and the Holy Land, as well as in Hollywood.

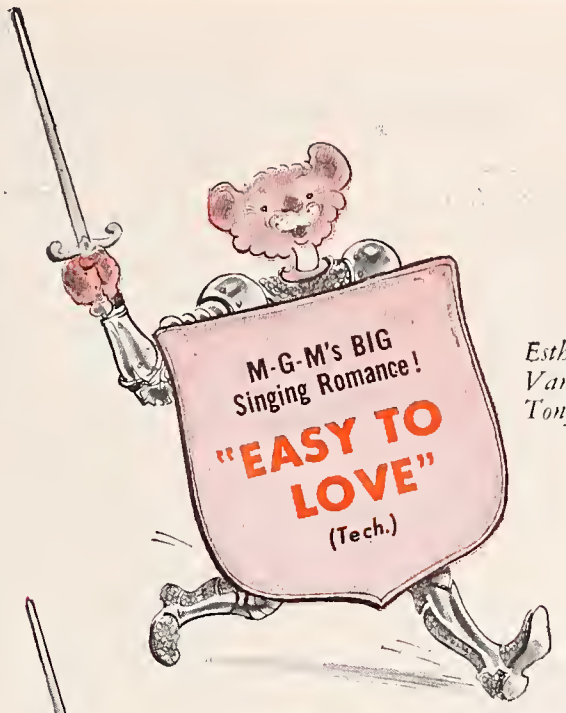
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KNIGHTS OF THE BOX-OFFICE!

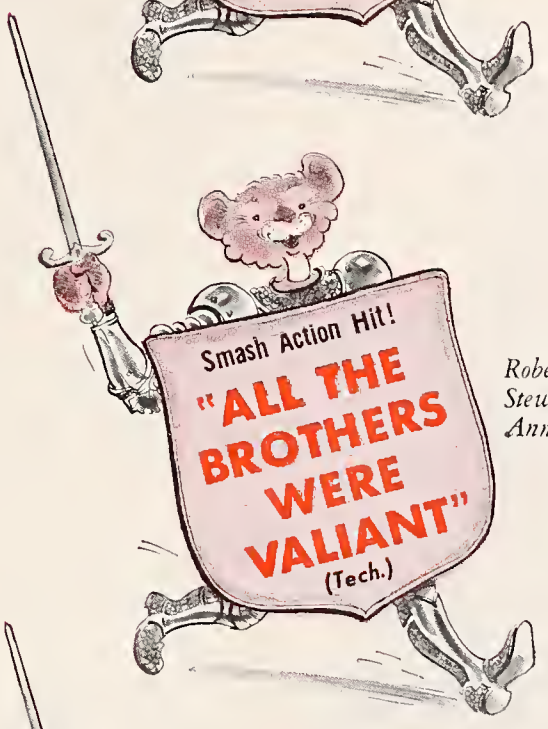
The BIG NEWS is that M-G-M's FIRST in CINEMASCOPE is sensational everywhere! It leads Leo's Battalion of Box-office Big Ones as M-G-M's 30th Anniversary Jubilee gets off to a terrific start!



Robert Taylor
Ava Gardner
Mel Ferrer



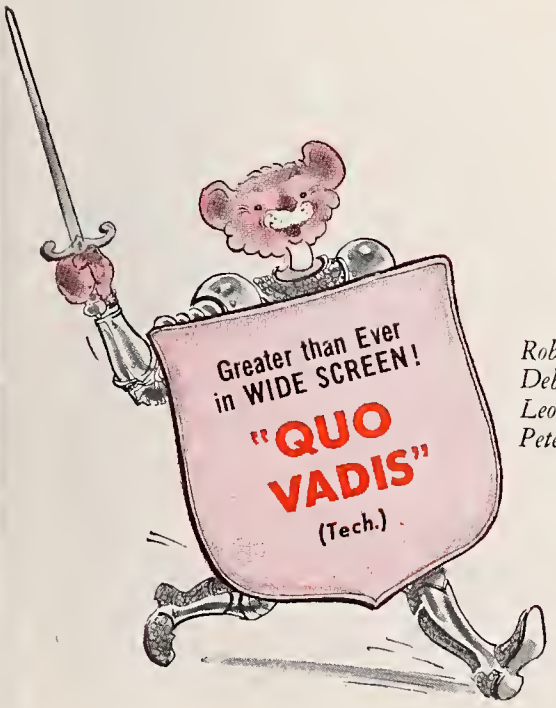
Esther Williams
Van Johnson
Tony Martin



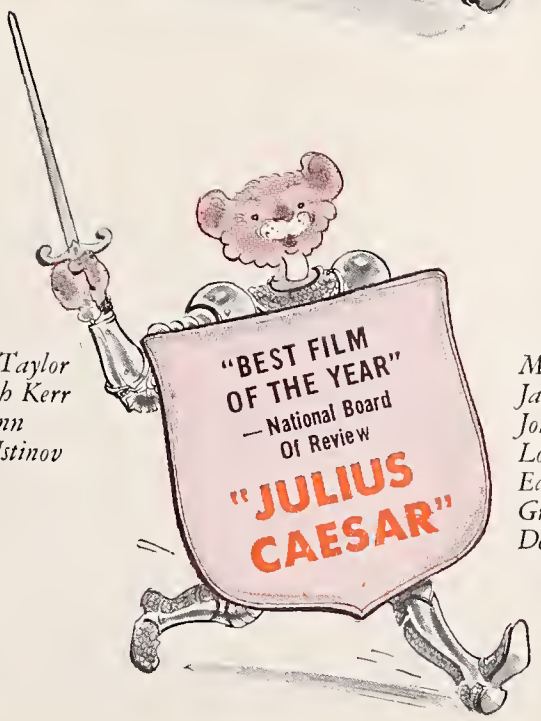
Robert Taylor
Stewart Granger
Ann Blyth



William Holden
Eleanor Parker
John Forsythe



Robert Taylor
Deborah Kerr
Leo Genn
Peter Ustinov



Marlon Brando
James Mason
John Gielgud
Louis Calhern
Edmond O'Brien
Greer Garson
Deborah Kerr



Marge and Gower Champion
Debbie Reynolds

1924-1954
M-G-M
30TH
ANNIVERSARY
JUBILEE

20th Outlines

(Continued from page 1)

lions of moviegoers see CinemaScope at its technical best," the company stated.

"Executives and representatives of the company will make periodic theatre visits to see CinemaScope shows, and confer with managers on ways and means of maintaining at highest quality level performances of films lensed in the new medium, said 20th.

Information regarding latest scientific developments regarding CinemaScope, screens, stereophonic sound, and suggestions for better programming will be discussed at the theatre meetings. Among the technical subjects to be stressed will be proper illumination of theatre auditoriums; proper presentation of CinemaScope to new audiences by way of the company's progress reports and special introductory messages, and also the maintenance of natural sound levels to present four-track magnetic stereophonic sound at its best.

Mexico Faces Strike In 2nd-Run Houses

MEXICO CITY, Dec. 29.—Thirty local subsequent-run theatres in Mexico face a strike on Jan. 22 unless they grant a 25 per cent pay hike demand of their unionized workers, members of the National Cinematographic Industry Workers Union (STIC). The exhibitors contend that their ceilinged 36-cent price allows them so small a profit that they are unable to meet STIC's demand. STIC contends that these theatres are doing a bigger business volume and have less expenses than first-runs, which have a top 46-cent price and that they can afford the new pay scale.

The Federal Board of Conciliation and Arbitration is seeking to avert the walkout.

Blackmer to Lecture

HOLLYWOOD, Dec. 29.—Sidney Blackmer, featured in Wayne-Fellows' recently completed "High and Mighty," has joined his family in Salisbury, N. C., where he will deliver a lecture at Catawba College on "The Art of Acting" and will present to the century-old school the Sidney Blackmer Award for the best performance of the year by a student.



finest service to California on

"THE HOLLYWOOD"

Board United's famous one-stop DC-6 Mainliner to Los Angeles at noon, arrive at 7:55 p.m. Delicious United lunch and dinner aloft. Also "the Advance Hollywood" and "the Overnight Hollywood."

Local times quoted

UNITED AIR LINES

Exhibitor Sues WB; Asks 'Calibre' Films

CHICAGO, Dec. 29.—A suit filed in state Superior Court here today against Warner Brothers Theatres asks an injunction forcing the company to reopen the Grove Theatre and to book "pictures of a high calibre" into the house and seeks damages in the amount of $2,500,000 for alleged violation of the lease in closing the theatre in 1951.

The complaint, filed on behalf of the landlord, Mrs. Blanche Sarasin, alleges that Warner Brothers violated their lease, calling for a base rent of $2,000 per month plus a percentage of the annual gross over $140,000, by playing inferior pictures in the 1,847-seat Grove and booking the better product into the nearby 2,456-seat Capitol and 1,432-seat Rhodes, a practice which led to the receipts dropping below an average of $8,500 per week over the course of a year and enabling Warner Brothers to take advantage of a clause calling for cancellation of the lease if the receipts dropped below that figure for such a period. The lease was to have been in force until 1960.

Inasmuch as Warner Brothers Theatres now have become part of the Stanley Warner chain, Stanley Warner Theatres' position in regard to the suit will be determined by provisions of their agreement covering such contingencies in taking over the Warner theatres.

Preliminary hearing on the suit is scheduled for tomorrow before Judge George Fisher.

S-W Gets 6-Month Divestiture Stay

WASHINGTON, Dec. 29.—The Justice Department has agreed to give Stanley Warner Theatres a six-month extension, until July 4, of its theatre divestiture deadline.

Justice officials said that the circuit still had to sell about 22 theatres out of a total of 54 prescribed for sale under the Warner consent decree.

The original decree, effective Jan. 4, 1951, gave the company two years, until Jan. 4, 1953, to get rid of the 54 theatres. Extensions had pushed the deadline back to Jan. 4, 1954, and now the latest extension gives the circuit until July to finish.

Disney Will Begin '20,000' on Jan. 11

HOLLYWOOD, Dec. 29.—Filming on Walt Disney's first full-length CinemaScope color in Technicolor production, "20,000 Leagues Under the Sea," will get under way on Jan. 11.

A 54-man crew, headed by director Richard Fleischer, will leave Hollywood this week for the location shooting site of Nassau, in the Bahamas, where all underwater footage will be photographed. The troupe will remain in Nassau approximately eight weeks, and will then return to the studio to complete production. Kirk Douglas, first of the stars to be cast, will join the production crew early in February.

Union 50 Years Old

MINNEAPOLIS, Dec. 29. — A dinner-dance at the Radisson Hotel here on Jan. 11 will mark the 50th anniversary of the formation of Local No. 113 (AFL) stage employes union. William Donnelly is business agent of the local.

Republic Names 'Man of the Month'

Republic's "Man of the Month" citation for November has been awarded to New Orleans branch manager Leo V. Seicshnaydre, it was disclosed here yesterday by C. Bruce Newbery, sales director.

Runners-up were branch managers Nat Wyse, Memphis; Ed Brauer, Atlanta; and Herbert Schaefer, Boston. The "Man of the Month" award is made for accomplishments in branch operations, showmanship and community support.

News Truck Strike Hits Minn. Houses

MINNEAPOLIS, Dec. 29.—Minneapolis theatres were hit by the six-day strike of "Star-Tribune" truck drivers which halted newsstand and home delivery of papers containing theatre advertising. However, exhibitors agreed that if there had to be a strike, its consequent "blackout" of advertising could not have come at a better time than during Christmas week when business is ordinarily poor.

Few exhibitors would hazard guesses as to what percentage of the drop from normal was due to the strike but estimates ranged from 25 to 40 per cent.

Minnesota Amusement Co., operator of four Loop and four neighborhood houses, softened the blow somewhat by buying heavy schedules of radio and TV spots and chartering a sound truck. RKO Orpheum and Pantages theatres also channelled ad budgets into radio and TV.

Revised Bank Night Held Legal in Iowa

DES MOINES, Dec. 29.—A revised form of Bank Night devised by an exhibitors' committee has been declared by Leo A. Hoegh, state attorney general, to comply with Iowa's anti-gambling laws and can be used by theatres throughout the state. The Iowa supreme court last month declared Bank Night as previously conducted in most Iowa theatres to be a lottery.

The revised form of the game is said to eliminate payment of a consideration by participants in theatre Bank Nights, and the time of the drawing now must be held apart from regular theatre operating hours, on or off the premises, in order to comply with the state law.

Cleve. Tax Total Up, First Time Since '48

CLEVELAND, Dec. 29.—For the first time since 1948 the city admission tax revenue has shown an increase rather than a decrease from the preceding year. This year's take, according to Stanley P. Nemec, commissioner of licenses and assessments is about $400,000, compared to $394,000 in 1952. In 1948 the revenue from the three per cent city admission tax was $650,000. Since then there has been an annual 15 per cent drop until now.

Nemec estimated two thirds of the revenue comes from admissions to motion picture theatres.

7 TV Stations

(Continued from page 1)

and Steubenville stations were the first to be connected for network service in their respective cities, while KOA is Denver's fourth TV station.

Network television service has now been extended to 246 stations in 152 cities in the United States, it was stated.

Florida Link Sought

Meanwhile, the long lines department of the American Telephone and Telegraph Co. reports that an application had been filed with the Federal Communications Commission for permission to construct a microwave route between Orlando and West Palm Beach, Fla. The additional channels provided by the proposed microwave system would permit the release of two channels on the existing Jacksonville-West Palm Beach coaxial cable route. The released channels would then be used for television.

Ford on Theatre TV

(Continued from page 1)

cars will be salesmen, dealers, and others. The make-up and details of the program are now being worked out, it is understood, with J. Walter Thompson, the advertising agency for the Ford Motor Co.

In the meantime, BOT has started lining up theatres. An announcement by BOT on the cities involved and the theatres signed up for the telecast is expected shortly.

'Khyber' Is Set For 17 Dates by Jan. 8

Twentieth Century-Fox will open its fourth CinemaScope picture, "King of the Khyber Rifles," in 17 key theatres by Jan. 8, the company announced.

The picture will open today at the Fulton, Pittsburgh; Hippodrome, Cleveland; Fox, Philadelphia; United Artists, Detroit, and the Metropolitan, Boston. Scheduled for openings tomorrow are the Metropolitan, Houston; New, Baltimore; Fox, Atlanta, and the Alabama, Birmingham. Early January dates are in Fort Worth, Jacksonville, Miami, New Bedford and Buffalo.

Meanwhile, 20th-Fox has produced and released four CinemaScope short subjects, namely, "Dancers of the Deep," "Finale of Tachaikowsky's Symphony No. Four," "Vesuvius Express" and "The Coronation Parade."

One Film in Class C As Legion Scans 17

The Italian film, "Three Forbidden Stories," has been placed in Class C in the latest listing of the National Legion of Decency. Sixteen other pictures are cited. Of these, three were designated as Class B and 13 as Class A.

In Class B are "The Captain's Paradise", "Man in the Attic" and "Lure of the Sila." "Captain John Smith and Pocahontas" and "Both Sides of the Law" were placed in Class A, Section 2. The 11 remaining films—all in Class A, Section 1—are "Annapurna," "Beneath the 12-Mile Reef," "Fighter Attack," "The Fighting Pimpernel," "Geraldine," "The Great Diamond Robbery," "Heidi," "Red River Shore," "Texas Bad Man," "Two Gun Marshall" and "War Arrow."

National Pre-Selling

"ROB ROY" is represented by a stirring full color page ad in the current issue of "Life."

•

Philip Hartung in the January issue of "Woman's Home Companion" rates: "Gilbert and Sullivan"—"a most delightful movie." "Calamity Jane"—"bubbles over with high spirits." "The Golden Coach"—"has gorgeous color and English dialogue."

•

A full column two-color ad on "Walking My Baby Back Home" appeared in "American Weekly's" Dec. 27 issue.

•

"Knights of the Round Table" was represented by a full page four-color caricature on the front cover of "Pictorial Review's" Dec. 27 issue.

This department received a copy of Dick Cook's work sheet which illustrated how color ad pages in "Pictorial Review" were timed to playdates in 10 key cities during 1953.

•

"Walking My Baby Back Home" is represented by an eye-catching two-color ad in the January issue of "McCall's."

•

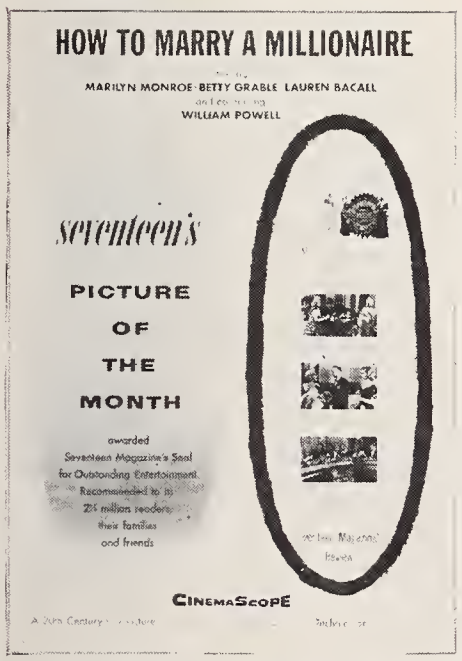
"Escape from Fort Bravo" was named the picture of the month for January by Florence Somers of "Redbook." She reports, "It is a fascinating mixture of romance, intrigue and adventure which will please both men and women."

•

"Red Garters" co-star Pat Crowley is on the cover of "Look's" current issue in full color. Inside the issue six pages of pictures are devoted to the new star's recent vacation in Hawaii.

•

Free Posters Offered By 'Seventeen'



The right hand panel of the poster has stills from "Seventeen's" picture of the month for January, "How to Marry A Millionaire." These posters are one-sheets and they can be obtained promptly from the Promotion Department of "Seventeen" magazine, 488 Madison Avenue, New York City.

WALTER HAAS

Reviews

"French Line"

(RKO Radio, 3-D and 2-D) *Hollywood, Dec. 29*

RKO's "French Line" is, basically, the long-familiar "poor little rich girl" type of story, fitted out with songs, with color by Technicolor, and available in three-dimensions or two. It has Jane Russell, Mary McCarty, Joyce MacKenzie and many other young actresses capable to sustaining the extremest of decollete costumes, and it has Gilbert Roland and Arthur Hunnicutt heading up the minority, or male, contingent. However, it is not its basic story that sets "French Line" apart from pictures of the general kind. Its distinguishing content, and its characteristic, is anatomical candor in the photographing of feminine breasts, all and sundry, and it can be said with complete accuracy that whatever you may have imagined a three-dimension camera might be made to do with subject matter like this has been done—at long range, in middle distance, and close up. Miss Russell's is by no means the only bosom explored to the utmost by the cinematographer's roving lens, but it is she alone who performs, down near the close of the picture, a dance of declared desire such as hasn't been seen on any unrestrictedly public screen in all these 50-odd years. Unwillingness to eliminate this dance is chief among the reasons why the Production Code Administration has not given the film its seal of approval. Exhibitors who elect to run the picture with this dance still in it should personally familiarize themselves with it fully beforehand.

The script, by Mary Loos and Richard Sale, has Miss Russell playing a Texas millionairess whose wealth keeps men from wanting to marry her, and it has Roland as a Frenchman who marries her in spite of her money. The story travels, slowly, from Texas to New York, to Paris, spending much time on shipboard before the final clinch conclusion.

Nine songs, originals written for the picture, are sung during the production: three by Miss Russell, three by Roland, one by Miss McCarty, another by a chorus of models and one as a duet by the Misses McCarty and Russell.

Production is by Edmund Grainger and direction is by Lloyd Bacon.

Running time, 102 minutes, plus intermission. Adult audience classification.

WILLIAM R. WEAVER

"The Limping Man"

(Lippert) *Hollywood, Dec. 29*

HERE is a good British-made melodrama previewed here, with Lloyd Bridges the only American name in a well balanced cast. Other players are Moira Lister, Alan Wheatley, Leslie Phillips, Helene Cordet, Andre Gyseghem, Tom Gill and Bruce Beeby.

The script by Ian Stuart and Reginald Long, from a story by Anthony Varney, stacks puzzle upon puzzle, hint upon clue, in the best British manner, getting the chain of events so completely ensnarled, toward the end, that the only possible way to avert turning the heroine over to the constabulary seems to have been by resort to the dream-finish. This lets the beholder down, of course, but it may be said that he has had a long enough ride anyway.

The producer is Donald Ginsberg and the director is Charles de Lautour, both gentlemen keeping matters steadily in hand within the limits of the overcomplicated plot delivered by the writers.

Bridges plays an American arriving in London to pick up an interrupted romance with Miss Lister, whom he hasn't seen in six years. At the airport a man standing alongside Bridges is slain by an unseen sharpshooter and he is detained by Scotland Yard briefly for questioning. When he gets to Miss Lister's apartment he discovers, following ardent preliminaries, that she has had intimate association with the slain man which she is loath to discuss. As Scotland Yard knows of this also, he and she are never long free of surveillance, and after complications involving the dead man's wife and some blackmailing, plus discovery that the dead man isn't the man he's supposed to be—don't try to comprehend all this at second hand—but is alive and still villainous, Scotland Yard settles everything to official satisfaction and Bridges wakes up in his plane, as it comes into the airport, to learn he's been dreaming the whole business.

Running time, 76 minutes. General audience classification. For December release.

"The Man in the Attic"

(20th Century-Fox)

PRODUCER LEONARD GOLDSTEIN has selected that classic thriller "The Lodger" by Marie Belloc Lowndes for his first independent production for 20th Century-Fox. The last version was released more than 10 years ago but this re-make is tame by comparison. Although the plot basically is the same, the film is slow-paced and only occasionally exciting. The few times that thrills are achieved are short-lived.

Jack Palance plays the role of the psychotic killer, Jack the Ripper. His strange mode of living and recluse-like manner arouse the suspicions of the aged couple who rent rooms in their home to him. Their niece, a vaudeville star, finds him fascinating. She continually allays their suspicions until police take note of his behavior. Palance almost kills the girl, and while trying to escape, presumably is drowned.

Explanations of his twisted mind almost create sympathy for him. Palance, in his first solo starring role, gives a competent performance. Constance Smith, as the girl, is attractive, and Frances Bavier and Rhys Williams, as her aunt and uncle, provide some comic relief. The young, romantic Scotland Yard inspector, played by Byron Palmer, appears rather pompous.

Robert L. Jacks produced, Hugo Fregonese directed and Robert Presnell, Jr. and Barre Lyndon wrote the screenplay.

Running time, 82 minutes. General audience classification. For December release.



Goldwyn Told

(Continued from page 1)

detailed recommendations" from Goldwyn "to bring the Code up to date, as you suggest."

Johnston at the same time expressed gratification for Goldwyn's expressed faith in the Code and reminded him that changes and revisions in the document and interpretations of it have been made from time to time, and that more will be made by the MPAA board.

Goldwyn Reticent

Queried by newsmen yesterday, Goldwyn said in Hollywood that he will give his views concerning Code changes in full detail when a meeting for that purpose is called, but declined to disclose the suggestions he has in mind at this time.

Johnston, who is in Spokane, Wash., at his home and goes to Hollywood from there next week, did not suggest a meeting date. The regular quarterly meeting of the MPAA board, the first likely to be held which could take up suggestions for Code changes, is scheduled for mid-January.

Replying to Goldwyn's assertion that "the world has moved on while the code stood still," Johnston reminded the producer that "Code regulations were not intended . . . to lay a dead hand on creative and artistic endeavor and integrity. And they have not done so."

'Experienced and Eminent'

Text of Johnston's reply to Goldwyn follows.

"Any suggestion from a picture maker so experienced and eminent as yourself deserves and will of course have the careful attention of us all.

"It must be deeply gratifying to everyone who believes in the American motion picture to know of your reaffirmation of faith in the principles of the Production Code. These principles, rooted in the Ten Commandments are, as you surely recognize, eternal and unchanging moral verities.

"You will recall, I am sure, that our board of directors, meeting this fall, also strongly and unequivocally reaffirmed its support of and faith in the Code. Members of our board feel that, in adhering to the Code, they are fulfilling a solemn and unbreakable obligation to the public to provide decent and moral entertainment on the screen.

"Over the years, as I am confident you must be aware, regulations under the Code have been amended as the necessity arose to meet new and changing conditions. This is as it should be.

Compared to Constitution

"The Code regulations were not intended at the beginning, and are not intended now, to lay a dead hand on creative and artistic endeavor and integrity. And they have not done so. The Code, like the Constitution of the United States, is a living document for living people. That has been demonstrated, I think, through the amendments and the interpretations, all within the basic principles of the Code, that have been made since the Code's adoption.

"You have obviously given a good deal of study to the Code. It would be most helpful to us all if you would let me have your specific and detailed recommendations to bring the Code up to date, as you suggest. I think this should be a starter in consideration of the subject."

THE CODE DISPUTE

(Continued from page 1)

tial character. But very little in this direction has actually happened. If this were not so it would not be popular to talk vaguely about "bringing the Code up to date."

The Code document consists primarily of the application of moral principles, based on the Ten Commandments, to the subject matter of motion pictures. The duty of the Production Code Administration is to apply the principles of the Code, in an advisory manner, to the scripts and pictures which producers submit.

Secondarily, the Code document consists of a number of regulations based on matters of policy and expediency.

WITH respect to the primary—and in effect the essential part of the Code—to call for its revision is tantamount to calling for a revision of the Ten Commandments and the moral order of the Western world which is rooted in the Ten Commandments. It does appear that in the private lives of many persons such a revision has indeed been effected. But it is hardly to be argued seriously that if an individual or a group chooses to declare the Ten Commandments out of date and in need of revision to meet the conditions of the modern world that any such attitude makes the Decalogue invalid.

As to the secondary and *impermanent* part of the Code, consisting of a number of regulations based on policy and expediency, this has been subject to revision and amendment frequently throughout its entire life.

Incidentally, it is this part of the Code which has caused much criticism to be visited upon the Code as a whole. That this should be so is indeed proper and logical because some of the policy regulations which have been in effect have been plain silly, such as the regulation against the use of the words "Hell" and "Damn."

To Mr. Goldwyn and to other serious and responsible critics of the Code the question might well be asked, "Just what do you want revised in the Code and what is the thought and language of the revision you seek?"

If the revision requested from whatever source involves an alteration of a moral principle based on the Ten Commandments the answer must be an emphatic, "No." Failing to make this answer the Association would become party to so emasculating the Code as to make it a hollow pretense which would betray its own and the public interest.

IF the critics of the Code want a change in the regulations based on policy and expediency let them state what changes are wanted and to what purpose. At the present time there are pending for adoption by the Association a group of policy amendments; others might likewise be considered. But if other changes in this category are to be considered it will be necessary for their sponsors to speak, not in vague, general terms, but in specific language. Obviously to discuss the Code or any part of it in specific language, serious study, and not merely casual acquaintance with the document, is imperative.

Over the misty vista of these many years Mr. Goldwyn remembers himself as "one of the initiators of the Code" in his letter to Eric Johnston. Simply for purposes of historical accuracy, he is reminded that the Code was not initiated by anyone in Hollywood. As Mr.Goldwyn will recall from this reminder it was originated and brought to Hollywood by the person whose name is signed to these lines. If Mr. Goldwyn should view any of the lines in this discussion as vehement, I am sure he will ascribe this to parental ardor and not unfriendliness.

Also for the purpose of historical accuracy, it should be noted that Mr. Goldwyn, from the time of the meeting of the Producers Association in January 1930, at which the Code plan was first submitted, was an interested and constructive supporter of the Code idea and its administration.

This record is proof of his loyalty to the principle of self-regulation and an assurance that when the dust of the current debate subsides he will be found standing staunchly on the side of that kind of a Code which makes for decency in motion pictures and a good name for the industry.

RKO Liable

(Continued from page 1)

breach of its agreement not to distribute a film lacking a Code seal.

An RKO publicity release said the 5,000-seat house was doing 25 per cent more business than the previous house record and that the attendance was unusual in that the Fox has not had matinees for five years past. Indications were the company anticipates the gross will be an all-time record for the house. The picture is being protested by Catholic organizations here.

Doubts RKO Will Dodge P. C. A. Fine Liability

HOLLYWOOD, Dec. 29.—Reports that the Hughes Tool Co., owned by RKO Pictures board chairman Howard Hughes, would purchase "French Line" outright from the company and handle it without a Production Code seal on a roadshow basis in order to avoid liability for breach of Code Administration regulations were discounted by a spokesman for Hughes Tool Co. here today.

"I know of no such plan and have serious doubts that there is anything to the report," the spokesman said.

Under P. C. A. regulations, signatories of the Code, of which RKO is one, are liable to a $25,000 fine for distribution of a picture without a Code seal. The picture stars Jane Russell, who said she agreed with the P. C. A. that her dance scenes in the film, to which she objected, should not be shown. Hughes and Miss Russell were involved in the release of "The Outlaw" without a Code seal several years ago.

U.K. Grosses

(Continued from page 1)

figures that threatened to make bookkeepers dizzy counting them. For example, "The Robe," now in its sixth week at the Odeon, grossed £1,385 ($38,780), the second biggest gross in the history of the house, excelled only by the gross for the first Saturday of "The Robe's" run.

The glad sterling harvest was being reaped by all other houses, notably M-G-M's Empire, which played to S.R.O. business with "All the Brothers Were Valiant." Even the Rank Organization's Haymarket Gaumont, half a mile from the West End and playing the modest, home-made film, "Kidnapers," was sold out day and night.

Extends to Suburbs

A check-up of suburban houses revealed a similar record-making gold rush, with managers confessing they were completely unprepared for the crowds. Many patrons told managers they were completely fed up with television programs at home over the Christmas holidays and that they actually were running away from their sets. Needless to say, all cinema managers were happy to offer them refuge.

Many business houses here gave employes an extra day's Christmas vacation on Monday and apparently the long holiday weekend left many sated with home and fireside. The result was they swarmed to theatres yesterday, and the rush continued today in proportion. The unprecedented result was heartening to showmen and distributors, who have watched business recede over recent months.

A Very Happy New Year To All
from

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 74. NO. 125 NEW YORK, U. S. A., THURSDAY, DECEMBER 31, 1953 TEN CENTS

Cuts Weight

To Offer Film Cans and Reels In Fiberglass

New Development to Be On Market by Mid-1954

After several years of research and experimentation, film cans and reels made of fiberglass will be ready for the market by mid-1954, it was disclosed here by a spokesman for the U. S. Fiberglass Industrial Plastics, Inc., which is preparing to manufacture the containers and reels on a large scale. The company now is processing the machines and tools with which to make the products.

The fiberglass standard three-reel case weighs between five and six pounds in contrast to the present metal case which weighs between 16 and 18 pounds. The new reels weigh about one and one-quarter pounds. The weight of the fiberglass case with three fiberglass reels of film is slightly less than 39 pounds, compared with 53

(*Continued on page 6*)

Business Is Brisk Again on B'way

(Pictures on Page 6)

Another day of brisk business at Times Square first-run theatres was scored here yesterday, making it the sixth consecutive day of the Christmas holiday season which had booming grosses.

The now familiar five-block lines around Radio City Music Hall formed again, sending the Hall gross on "Easy to Love" and its traditional stage show to a near record high. "The Eddie Cantor Story" continued to draw at a hefty pace at the Paramount. Other houses doing extraordinarily well were the Capitol, Roxy and Rivoli. Neighborhood situations, especially those houses playing "The Robe" and "From Here to Eternity" were also chalking up strong grosses.

Leroy Leaves MGM Today After 15 Years

HOLLYWOOD, Dec. 30. — Mervyn Leroy, who will leave M-G-M tomorrow, implementing his resignation tendered several weeks ago after 15 years under a contract which had three more to go, will announce future plans within two months, following a vacation which will include visits to New York and to Brazil's International Film Festival in February.

Say Texas Circuits Rejected 'French Line' Without Seal

HOLLYWOOD, Dec. 30. — Interstate and Texas Consolidated circuits, headed by Karl Hoblitzelle and Robert J. O'Donnell, cancelled plans for holiday openings this week of RKO Radio's "French Line" when Howard Hughes, RKO board chairman, refused to make the changes in the picture which would have given it a Production Code seal, it was learned today.

The openings of the picture had been planned more than six weeks ago for simultaneous holiday week premieres all over the two large Texas circuits. The elaborate plans were cancelled several weeks ago when the Interstate heads learned Hughes would not eliminate the dance and costume sequences which the Production Code Administration held to be in violation of Code restrictions.

In consequence, premiere plans for the picture were switched to Fanchon & Marco's Fox Theatre in St. Louis

(*Continued on page 4*)

'Living Desert' Hits Records in 6 Dates

In its first six major engagements, Walt Disney's "The Living Desert" has set new box-office records, it was disclosed here yesterday by Leo Samuels, Disney general sales manager.

At the 560-seat Lower Mall in Cleveland, the picture drew $12,000,

(*Continued on page 6*)

Hawkins Wins British Poll

By PETER BURNUP

LONDON, Dec. 30.—Jack Hawkins swept the British and international fields in the 1953 "Motion Picture Herald" annual poll of "Money-Making Stars." British exhibitors participating in the poll vote for three groups, the top 10 British players, the top 10 international players—including both American and British stars—and the top 10 Western stars. Hawkins took first place in both of the former categories, while Gary Cooper was the choice in the Western field.



Jack Hawkins

In the second to 10th positions in the British money-making star bracket,

(*Continued on page 5*)

14 Awards from the Directors' Guild

HOLLYWOOD Dec. 30.—A record of 14 awards will be made by the Screen Directors' Guild of America at its third annual awards dinner-dance to be held on January 24 in the Biltmore Bowl of the Biltmore Hotel, according to George Sidney, Guild president.

Heading the list will be the critic's award to be made to the outstanding

(*Continued on page 6*)

Film Shares Continue Strong; 2 New Highs

Universal Pictures and Allied Artists stocks continued their upward climb in yesterday's trading, both setting new highs for the second successive day. Amusement shares continued popular, with virtually every motion picture issue registering solid

(*Continued on page 6*)

Exhibitors Vote

Cooper No. 1 In 'Herald's' Talent Poll

Marilyn Monroe Is Sole First-Timer in 'Top Ten'

Gary Cooper was voted the No. One "Money-Making Star" in "Motion Picture Herald's" 22nd annual poll of American exhibitors. The selection represents the combined votes of circuits and independent theatremen and places Cooper for the 14th time in the top 10 list, although this is his initial appearance in the ace position. The nine runners-up, in the order of their votes, are the team of Martin and Lewis, John Wayne, Alan Ladd, Bing Crosby, Marilyn Monroe, James Stewart, Bob Hope, Susan Hayward and Randolph Scott. Miss



Gary Cooper

(*Continued on page 5*)

Goldwyn Hopes for Early Code Meeting

HOLLYWOOD, Dec. 30.—Samuel Goldwyn, continuing his correspondence with Eric Johnston, president of the Motion Picture Association of America, on the subject of what Goldwyn terms bringing the industry's Production Code "into harmony with the times," said today he hopes Johnston will call a meeting of "producers promptly" to discuss "this important problem."

Goldwyn made public his reply to Johnston's letter assuring the producer his suggestions would receive serious consideration and asking him, "as

(*Continued on page 6*)

Happy New Year

35TH ANNIVERSARY 1919 UA 1954

QUALITY PICTURES in QUANTITY

Personal Mention

DON HARTMAN, Paramount Pictures executive producer, with MRS. HARTMAN and their son, left here last night for Hollywood.

•

J. ROBERT HOFF, general manager of the Ballantyne Co. and chief barker of the Omaha Variety Club, has been named head of the newly-formed board of the Douglas County chapter of the Nebraska Society for Crippled Children.

•

LINDSLEY PARSONS, producer, has been awarded a Citation for Service by the Crippled Children's Society of of Los Angeles for his production of a film depicting the needs of handicapped youngsters.

•

PERRY LIEBER, RKO Radio publicity and advertising director, became a grandfather on Dec. 23 when his daughter-in-law, MRS. CHARLES LIEBER, gave birth to a boy at Good Samaritan Hospital.

•

NORMAN SHIGON, industry attorney, has been named regional chairman for the youth division of the 1954 Allied Jewish Appeal in the Overbrook Park section of Philadelphia.

•

VICTOR H. BLANC, Philadelphia attorney and former chief barker of Variety Club Tent No. 13, has been selected general chairman of the 1954 March of Dimes campaign in that city.

•

MEYER HUTNER, associate publicity manager of 20th Century-Fox, is the father of a son born to MRS. HUTNER on Tuesday.

•

BUSTER KEATON sailed from New York yesterday aboard the "Ile de France" for Europe.

•

HENRY FRIEDMAN of the Lawndale Theatre, Philadelphia, has returned there from Florida.

•

ROBERT ROSSEN, director, will leave New York by plane tomorrow for Rome.

•

JOHN SPIRES, Universal Pictures director, and MRS. SPIRES left for Europe yesterday on the "Ile de France."

•

BARNEY PITKIN, New Haven branch manager for RKO Radio, is recovering from surgery.

Paramount Ups McGuire

PHILADELPHIA, Dec. 30. — Hugh McGuire, formerly Paramount salesman in New Haven, will assume new duties here on Jan. 4 as local sales manager. He has served 10 years with Paramount in the Connecticut territory.

No Paper Tomorrow

Motion Picture Daily **will not be published tomorrow, New Year's Day, a legal holiday.**

16 Showed Profit

FCC Indicates Most New TV Stations Losing Money

WASHINGTON, Dec. 30.—The Federal Communications Commission has indicated that most new television stations are losing money.

The Commission released figures gathered on the financial operations of stations authorized since the lifting of the TV freeze in July, 1952. It said that it had figures from 83 of the 101 new stations which started operating between the lifting of the freeze and Aug., 1953. Of these 83, 16 reported an over-all profit, while 67 reported an over-all loss. By contrast, 94 of the 101 pre-freeze stations had profitable operations in 1952.

The FCC cautioned that the average post-freeze station had been operating only five months by the time of the report, and that several of these months were in the slack summer period.

1-Day Preview Of 'Money from Home'

Approximately 340 key theatres in principal cities across the country will show Paramount's "Money from Home" tonight on a one-day pre-release basis and in two-dimension. Starring Dean Martin and Jerry Lewis in their first color by Technicolor offering, and produced by Hal Wallis, "Money from Home" will be shown in three-dimsension when it goes into general release in February.

Among the cities where "Money from Home" will play to New Year's Eve audiences are: Boston, Los Angeles, Buffalo, New Haven, Detroit, Chicago, Indianapolis, Des Moines, Omaha, Minneapolis, Kansas City, Denver, Memphis, Milwaukee, Salt Lake City, Portland, Ore., Seattle, Miami, Charlotte and San Francisco.

Coast Communion Breakfast Feb. 14

HOLLYWOOD, Dec. 30. — The third annual Communion breakfast for film industry members in the Los Angeles area will be held on Feb. 14 at the Hollywood Palladium, following Mass at 9:00 A.M. at the Blessed Sacrament Church. Cardinal James F. McIntyre will preside. George Smith, Paramount division manager, will be chairman for the third year.

New York Catholic film people will attend their fourth annual Communion breakfast at the Hotel Waldorf Astoria on Jan. 31, following Mass at 9:00 A.M. at St. Patrick's Cathedral.

Yarnall Is Reelected Head of Color Corp.

HOLLYWOOD, Dec. 30.—The Color Corp. of America board has re-elected W. R. Yarnall president and installed board member Joseph J. Rathert as executive vice-president. John Glavin, plant executive, and treasurer Paul Fralic were appointed vice-presidents.

Offices to Close At One P.M. Today

Nine home offices, most other establishments here and the Motion Picture Association of America are scheduled to close at 1:00 P. M. today. Paramount, as of late yesterday, was indefinite on an early cessation of business activity. Slated, definitely, for half-day operations are Allied Artists, Columbia, M-G-M, Republic, RKO Radio, 20th Century-Fox, United Artists, Universal and Warner Brothers.

Dr. Swerdlin Heads Foreign Press Unit

Dr. Nathan Swerdlin, editor of the "Jewish Day-Journal," has been elected president of the Foreign Press Critics Circle, comprising film reviewers of 18 foreign language newspapers in New York. Also elected were: Dr. Armando Romano, editor of "Il Progresso," vice-president; Rebecca Issachar of the "National Greek Herald," reelected treasurer, and Sigmund Gottlober, reelected executive secretary.

The organization shortly will announce its annual awards for the best films of the year, as has been its custom for the past 11 years.

To Film Rose Parade In Vistarama Process

HOLLYWOOD, Dec. 30. — The New Year's Day Rose Parade will be filmed in the Vistarama process and rushed into completion as a color featurette for earliest possible theatrical release, Vistarama's president Carl Dudley has disclosed. The distribution channel for the film has not yet been determined.

NBC Press Party

More than 125 members of NBC's New York press department, their relatives and friends attended the department's annual party Tuesday night at Toots Shor's. Syd Eiges, NBC vice-president for press and publicity, and Richard T. Connelly, director of the press department, were hosts.

Mexico Strike Settled

MEXICO CITY, Dec. 30.—The granting of increases ranging from 10 to 15 per cent to film music writers of Mexico has brought to a close a strike which had been in effect since Nov. 15.

New Haven, Boston V.C. Tents Elect Officers for '54

Variety Club tents in Boston and New Haven have elected officers for the coming year.

In Boston, Walter Brown of the Boston Garden, was reelected chief barker. Philip Smith of the Smith Management Co. was elected first assistant chief barker, Michael Redstone of Redstone Drive-in Theatres, second assistant, and James Marshall of the Film Exchange Transfer Co., dough guy. Kenneth Douglas of the Capitol Theatre Supply Co. was elected property manager. Crew members consist of the officers and Arthur Lockwood, George Roberts, Meyer Stanzler, Harry Browning, James Stoneman, Louis Richmond and James Mahoney.

New Haven's Tent No. 31 elected Henry Germaine, manager of the Paramount exchange, to the post of chief barker. Other officers are Hy Levine, first assistant chief barker; John Pavone, second assistant; Sam Germaine, dough guy, and George Webb, property manager. International chief barker Jack Beresin will attend installation in late January.

V. C. of Northwest to Install Miller Jan. 4

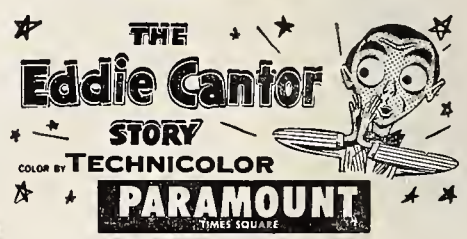
MINNEAPOLIS, Dec. 30.—Installation of LeRoy Miller, Universal branch manager here, as chief of the Variety Club of the Northwest will be held Monday at the Hotel Nicollet. Benjamin Berger, retiring chief barker, will officiate.

Name G. G. Johnson To UNESCO Group

WASHINGTON, Dec. 30. — G. Griffith Johnson, assistant to Eric A. Johnston, president of the Motion Picture Association of America, has been named by the Department of State to be a member of the United States National Commission for the United Nations Educational, Scientific and Cultural Organization. Johnston is one of 18 new members named to the commission, a citizens' group which acts as liason between the government and the people in their relations with UNESCO.

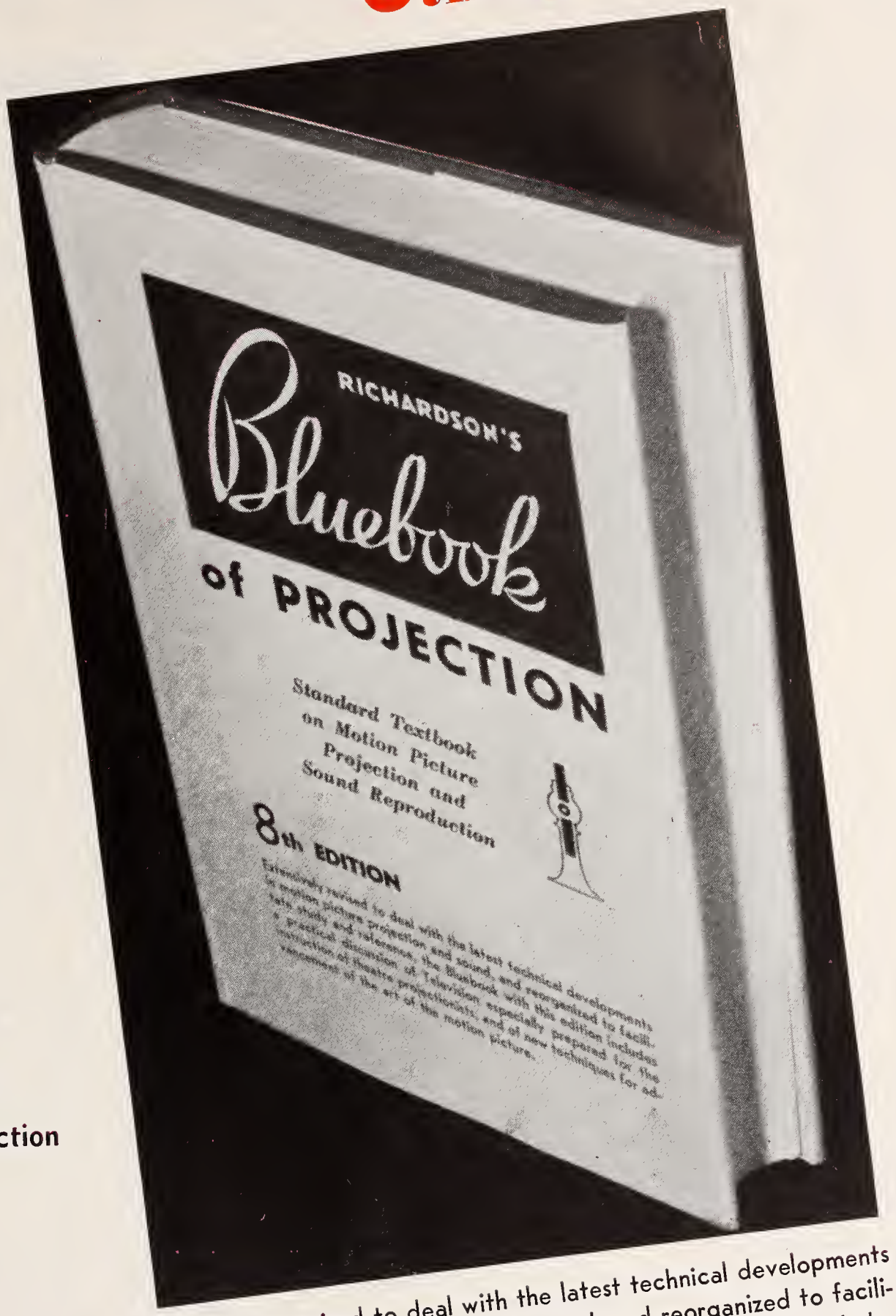
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A QUIGLEY PUBLICATION

'French Line'

(Continued from page 1)

where the picture opened this week without a Code seal. All details of the St. Louis premiere were handled by the RKO studio staff here with Harry Arthur and his F. & M. associates. The RKO Radio distribution-publicity-advertising forces at the home office were given instructions not to interest themselves in the St. Louis premiere arrangements.

Yet another RKO Radio production, "Son of Sinbad," is ready for release and has not been granted a Production Code seal, nor has the advertising for it been approved by the industry's Advertising Advisory Council. Speculation here is that Hughes may open the picture, regardless, as he did "French Line."

In opening the latter, RKO made itself liable to a $25,000 fine for breach of its P. C. A. agreement. Action on imposing the fine may be taken at the January board meeting of the Motion Picture Association of America in New York. Should Hughes refuse to pay the fine, the company's membership in P. C. A. and, presumably, the MPAA, could be cancelled.

No Police Action Vs. 'Line' in St. L.

ST. LOUIS, Dec. 30.—Members of the police morality squad here said they found two sequences in "French Line," playing at the F. & M. Fox Theatre here without a Production Code seal, to be objectionable but recommended no action by the Prosecuting Attorney. They said, however, they stood ready to carry out any order against the theatre the latter might direct.

The prosecutor, in turn, said he plans no action unless the police seek a warrant.

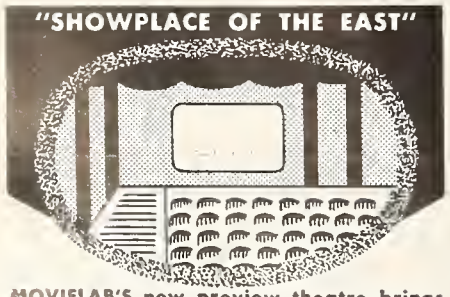
Meanwhile, despite derogatory notices by reviewers, the film continued to do good business, obviously aided by the heavy publicity attendant upon its opening.

Production Unit Set By Peck and Parrish

HOLLYWOOD, Dec. 30.—A new independent film production company has been formed by Gregory Peck and Robert Parrish, who have just purchased screen rights to "The Wonderful Country,' novel by Tom Lea. They plan to produce the film in Mexico.

Peck currently is in Europe. He will leave there on Jan. 3 for Ceylon to make "The Purple Plain," which Parrish will direct and which United Artists will release.

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Editor Tells Cause of, Cure for Bad Publicity

(Ed. Note—The following letter from Alex Murphree, drama editor of the "Denver Post," was written in response to a Tradewise editorial column in MOTION PICTURE DAILY *of Dec. 21. The column pointed out contrasts in newspaper attention given, on the one hand, to the arrest of a minor Hollywood character for drunken driving and, on the other, to holiday entertainment provided troops in Korea and elsewhere by Hollywood personalities, and the voluntary appearances of others at benefits for tornado stricken areas in Mississippi.*

Because Mr. Murphree's letter sheds light on the other side—the newspaper's—of the question, and because it contains potentially valuable suggestions to remedy the situation, it is being published in full herewith.)

Editor, MOTION PICTURE DAILY: Your "Tradewise" column in MPD on Dec. 21 put a probing finger on a serious motion picture industry problem but it doesn't seem to me it quite touched the sore spot and the diagnosis, therefore, went a bit awry.

Says Korea Story Was Played Up

Any press service reporter covering the police beat, the divorce courts and other spot news sources in Los Angeles can get all the details of scandal stories about Hollywood characters, big or little, Gail Russell or the "inactive feature player" you mention.

The story about the Hollywood contingent going to Korea and Alaska was played up in our paper and many others far above the scandal stories. Then what happened? One of the industry's publicity hungry featured players with the aid of one of the industry's press agents, no doubt, stole the play with a tasteless gimmick about an ermine bathing suit in which the sappy quote was uttered that she "thought it made me look a little like Santa Claus" (or a shore leave dinner?).

We got the story about the disaster fund shows from no source at all.

Information Group Suggested

The answer is a top level, industry-wide publicity committee, probably within the COMPO setup, which will supply upbeat material from Hollywood, plain, unadorned and without whitewash.

Since many of the ones who went to Korea were free-lancers, you can bet the studio publicists wasted no time on them. Therefore, we were inadequately served with pictures and material. Besides it was apparently the thinking of the studio publicists that it would be hard to tie in the name of the latest picture, complete with credits. So what? So let it go, they seemed to say.

The holiday publicity pictures—celebrating the birth of Christ, mind you—were the traditional cheese cake shots of dames with their derrieres wrapped in tinsel and their breasts pinked out with a sprig of holly. The stories about Christmas gifts led off with a Jerry Lewis gag. If the Hollywood stars did anything for the underprivileged or in any other way showed that they had a great big heart to wear for Christmas, the story was not sent by the studio publicity departments or the press services.

Used Only as 'Filler'

Now, it was all bright copy and we shoveled some of it onto our pages as filler. But we would have appreciated, do appreciate and will run with top play any story out of Hollywood that paints the celluloid heroes in a better light.

I know a great many fine folks in Hollywood but I do find that it's the cheap ones who talk about nothing but sex who get the play in interviews. Why? Because the Good Joes and Janes apparently can't think of anything quotable to say. A good public relations program would put some colorful, industry-useful words in their mouths before they went out on a personal appearance junket.

I note that COMPO now has a publicity committee and I wonder if it is going to be useful in any other area except tax reduction.

Sees Press Agents Inadequate

It also might be a good suggestion to appoint an advisory committee on industry public relations from among working newspapermen who know, love and write about motion pictures and the people who make them. They would be broad-minded enough to plan stories that would reflect credit on the entire industry, which is something you need not expect from press agents whose daily bread comes from doing a job of a single studio and its properties and not the industry as a whole.

Meanwhile I suggest that the trade press quit assuming that the reason amusements editors use material which gives Hollywood a hit on the head is that they take a perverse delight in damaging the industry. We make our living from the motion picture industry, too. We like it; we respect it. However, we can't help what Esperanza says about John in a divorce court and we have no way of preventing Robert from accusing a cop of stealing his driver's license. We are not so stuffy that we don't enjoy a smarty-pants crack about sex which some one told Marilyn to say, though.

'The Worst Part'

The courts, the police and the stars' own big mouths do a complete job of telling the worst part of the Hollywood story. The press agents are plenty hep on getting over the trivial part of the Hollywood story. Who is telling the better part of the story? If anyone is, it isn't reaching my desk.

Very truly yours,
Alex Murphree,
Drama Editor,
The Denver Post

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'Rob Roy' Bows Feb. 4

"Rob Roy, the Highland Rogue," Walt Disney's all-live-action feature, will have its premiere at the Criterion Theatre here on Feb. 4.

In the THEATRE Equipment World . . .

• • *with RAY GALLO*

THE ADVANTAGE OF stereophonic sound to motion picture technique and the wide appeal it has demonstrated to the theatre public are cited in a new booklet called "The New Look in Motion Picture Presentation," by Fred C. Matthews, vice-president in charge of sales for Motiograph, Inc., Chicago, and newly-elected president of TESMA. The booklet also contains a description of Motiograph's five different models of stereophonic sound equipment for various size theatres and a list of its many installations in theatres during 1953. There is also a list of the company's equipment dealers throughout the country.

•

Clark Rhoden of the Popcorn Institute, Chicago, reports that over 5,000 theatres from coast-to-coast are getting excellent results with the "3-D promotional kits" which the Institute prepared to boost sales at theatre snack bars. The kits contain point-of-sale display pieces in bright colors for placing at the stand, as well as in the lobby and other areas. This theatre promotion is part of a huge advertising and publicity campaign which the Institute is sponsoring in cooperation with a number of firms, including the Seven-Up Co., Morton Salt Co., Wesson Oil and Snowdrift Sales, Inc.

•

Something new for the drive-in refreshment stand is offered in a salty cracker-flavored cone in which to serve hot chili. Perfected after long research by the National Cone Co. of St. Louis, the new product is being put on the market with a special formula chili by the Chili Cone Co. of Kansas City. The cup-type cone can be eaten just like an ice cream cone and thus eliminates clean-up problems, the manufacturer points out.

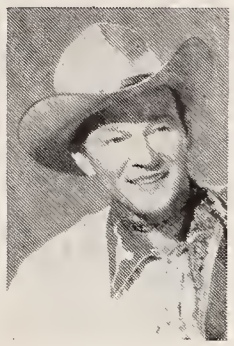
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Also for refreshment service is a new under-the-counter cash drawer of large capacity, recently introduced by the Indiana Cash Drawer Co. of Shelbyville, Ind. Known as "Model G-1," the unit has two sections—the lower with 10 currency compartments and the upper a sliding tray with five coin tills for handling loose coins, and five compartments for handling packaged coins. The drawer is made of white oak with an exterior finish of natural lacquer. The interior is finished with several coats of shellac and lacquer.

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Rogers Again Tops Western Players

Roy Rogers was declared the best "Money-Making Star" in the Western field for the 11th time in "Motion Picture Herald's" 22nd annual poll. Gene Autry took second place for the sixth time after racking up six firsts before going into the Air Force. Rex Allen was a close third, with Bill Elliott and Allen Rocky Lane taking the fourth and fifth positions, respectively.



Roy Rogers

CooperNo.One

(*Continued from page* 1)

Monroe is the sole first-timer in the top 10 echelon.

Cooper's first appearance in the "Herald's" annual poll was in 1936 when he took 10th place. His record shows two seconds, one third, three fourths, two fifths, one sixth, one seventh, one eighth and one ninth.

Martin and Lewis, last year's toppers, are on this year's list for the third consecutive year, having made it in 1951 as runner-up to John Wayne. Third position on the 1953 list is occupied by the two-time winner of first place, Wayne, now making his fifth consecutive appearance in the upper brackets. Ladd is back in the top 10 circle for the first time since 1947.

Crosby a Steady Winner

Crosby, casual incumbent of fifth position in the 1953 finals, is the only top 10 star of the year who has made his mark on box-office as many times—14—as this year's top winner, Cooper. Miss Monroe's placement in sixth position cannot be classified as unexpected. She had been voted the No. One choice in the 1952 "Star-of-Tomorrow" poll, conducted by the "Herald" at mid-year.

Stewart's third appearance in the rating accrues from performances in four pictures. His work in "The Glenn Miller Story" plus two others on the way should be assurance that he will be again in a major position by the time next year's poll rolls around. Hope, who was No. One in 1949, is present in 1953 for the 13th time in the top 10 territory. Miss Hayward, who made her first appearance in the category a year ago when she took ninth place in the poll, repeats that accomplishment this year. Scott, scoring his fourth consecutive placement among the top 10, earned it by gross-building performances in "The Stranger Wore a Gun," "Hangman's Knot," "Man in the Saddle" and "Thunder Over the Plains."

Doris Day, Peck 11th, 14th

Room at the top for the ascending Ladd and Miss Monroe careers was made by Doris Day and Gregory Peck, who went to 11th and 14th positions, respectively, in the American poll, although they still did very well in the Canadian tally.

¶ Although the ratings in the top 10 represent the combined votes of circuits and independent operators, the individual group ballots showed the following selections, in order of numerical tabulation:

¶ Circuits: Martin and Lewis, Cooper, Wayne, Miss Monroe, Ladd, Crosby, Stewart, Ava Gardner, Hope and Miss Hayward.

¶ Independents: Cooper, Martin and Lewis, Wayne, Ladd, Crosby, Miss Monroe, Stewart, Hope Miss Hayward and Scott.

In the second top bracket, or the next 15 positions among the money-makers, were the following, in order: Miss Day, Esther Williams, Kilbride and Main, Peck, Ava Gardner, Clark Gable, Burt Lancaster, Jeff Chandler, Jane Wyman, Abbott and Costello, Stewart Granger, Jane Russell, Charlton Heston, Humphrey Bogart and Rita Hayworth.

Reviews

"His Majesty O'Keefe"

(*Warner Brothers*) *Hollywood, Dec. 30*

BURT LANCASTER's popularity and drawing power, now at their all time peak in consequence of his stardom in the tremendously attended "From Here to Eternity," are a showman's best assurance that this unrevealingly titled tale of island adventure can be counted on to run up a commendable score at the box-office. Other principals—Joan Rice, Andre Morell, Abraham Sofaer, Archie Savage, Benson Fong, Tessa Prendergast and Lloyd Berrell, to name the toppers—were chosen to fit their roles rather than the American marquee. The name of Technicolor, however, is universally of star importance, and the process is always at tops on a diet of island scenery. It's the Fiji Islands that are dealt with by the Technicolor cameras in this case, and they look mighty peaceful when the O'Keefe of the story isn't stirring up the inhabitants one way or another, always actionfully. By and large, the picture figures to do the kind of business the names of Lancaster and Technicolor combine to promise.

The period of the picture is 1870, a time when the Pacific Islands, as here the Fijis, were coveted by tradespeople of several nations because they were rich in copra. O'Keefe arrives at the island of Yap after the crew of his sailing vessel had mutinied and cast him adrift. On Yap he finds Andre Morell, resident representative of a German trading company, in charge of things generally, under sufferance of the native chief, and makes a deal with him to increase the copra crop by persuading the natives to work harder at gathering it. This plan fails momentarily, after which O'Keefe goes away, obtains a ship and crew, returns, engages in frequent, assorted and violent conflict with native tribes and competitive trading groups, and marries an island girl, happily winding up, in the closing sequence, a changed and chastened man.

Harold Hecht produced the picture, which was filmed on the Fiji Island location, and Byron Haskin directed. The screenplay is by Borden Chase and James Hill.

Running time, 94 minutes. General audience classification. Release date, Jan. 16.

WILLIAM R. WEAVER

"Red River Shore"

(*Republic*)

A STANDARD Western designed and executed with the younger action fans in mind is offered in this Republic release, starring Rex Allen, his miracle horse, Koko, and his side-kick, Slim Pickens. The principals play themselves with their usual aplomb.

This time Rex is the marshal of a little town in the Oklahoma territory caught in an oil hoax. The hoax was perpetrated by Trevor Bardette, an otherwise law-abiding citizen who has sought to recoup his finances by getting the town's gullible to invest in what he knows to be a worthless oil venture. Bardette organizes a stickup to get the money out of the town bank, only to be killed by Rex in the ensuing chase. Bardette's innocent son then comes home to carry on his father's activities, not knowing their true nature.

Rex thus is hard put to track down the elder Bardette's henchmen, while trying to keep the son from knowing the truth about his father. Complications are multiplied when oil actually is discovered, thereby making Rex look like the heavy. Needless to say, the marshal emerges triumphant at the end, but not without a lot of hard-riding and shooting and a couple of close escapes from death.

Bill Phipps is seen as the young son and pretty Lyn Thomas as his girl friend. Douglas Fowley, the proprietor of the town's local shooting gallery (no saloons here), is the real villain of the piece and, as such, comes to no good end.

Rudy Ralston was associate producer and Harry Keller the director. Arthur Orloff and Gerald Geraghty wrote the screenplay.

Others in the cast include Douglas Fowley, William Haade, Emmett Vogan and John Cason.

Running time, 54 minutes. General audience classification. December release.

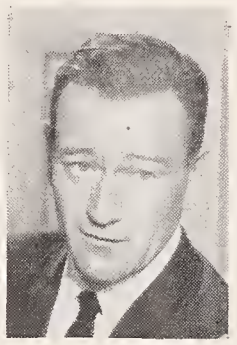
Bugs Bunny Scores 1st in 'Shorts'

Bugs Bunny, for the ninth consecutive year, is the leader in the realm of short subjects among exhibitors voting in the "Motion Picture Herald's" annual poll of "Money-Making Stars." The Warner rabbit, in fact, received more votes in this category than did Gary Cooper, the No. One star.

The other nine winners in the short subject field are as follows: M-G-M cartoons; Walt Disney cartoons, RKO Radio; Pete Smith Specialties, M-G-M; Popeye, Paramount; Stooge comedies, Columbia; "Mr. Magoo," Columbia; Merrie Melodies and Looney Tunes, Warners; "Joe McDoakes," Warners, and True-Life Adventures, Disney-RKO.

Canadians Differ On Star Choices

The 22nd annual poll of "Money-Making Stars" conducted by "Motion Picture Herald" this year again reveals that the Canadian exhibitors' experience in the matter of box-office values is not quite the same as their U.S. colleagues.



John Wayne

This year, the Canadians listed their leaders in this order: John Wayne, Bing Crosby, Gary Cooper, Martin and Lewis, Alan Ladd, Bob Hope, Marilyn Monroe, Gregory Peck, Doris Day and Burt Lancaster.

The Canadians omit these American-chosen stars: Susan Hayward, Randolph Scott and James Stewart.

Hawkins

(*Continued from page* 1)

the following were Britain's exhibitors' selections: Alec Guinness, Ronald Shiner, Alastair Sim, Dirk Bogarde, Dinah Sheridan, Jack Warner, Nigel Patrick, Ralph Richardson and Anthony Steel. In the international group, British exhibitors cast their votes as follows from the second position to the 10th: Bob Hope, Alan Ladd, Gregory Peck, Martin and Lewis, Bing Crosby, John Wayne, Stewart Granger, Doris Day and Danny Kaye. Aside from Cooper, the British favorites among the Western players, in order, were: Randolph Scott, Wayne, James Stewart, Audie Murphy, Roy Rogers, Rock Hudson, Gene Autry, Rod Cameron and Rory Calhoun.

Five '52 Toppers Absent

It will be noted that only one woman placed in the all-British field—Miss Sheridan, a newcomer. Heads went tumbling in the international class. Five of the eminents in last year's choice—Betty Hutton, Mario Lanza, James Mason, James Stewart and Humphrey Bogart—figured nowhere in this year's poll.

Last year, Hawkins ranked fourth in Britain's polling. This year he led the field by a majority unprecedented in the poll's history on this side of the Atlantic. Hawkins has figured in scores of films, reaching his full stature in Carol Reed's "Fallen Idol."

M-G-M's "Tom and Jerry" series was voted the champion in the British short subjects market.

Norwalk Trio Forms Nutmeg Theatres

NORWALK, Conn., Dec. 30.—Norman Bialek, Leonard E. Sampson and Robert C. Spodick, who have taken over the Norwalk Theatre here and the Empress in South Norwalk, have organized Nutmeg Theatres, Inc. Bialek is president, Spodick is vice-president and treasurer, and Sampson is secretary. Nutmeg now runs six houses in Connecticut. The others are the Lincoln and Crown in New Haven, the Art Cinema in Bridgeport and the Fine Arts in Westport.

What New Year's Holds for Theatres

STRONG PRODUCT, NEW SCREEN PROCESSES and the holiday spirit combined to make this Christmas week one of the liveliest throughout the nation, as on Broadway, where many thousands packed Times Square theatres.

The lines at Radio City Music Hall curved around five blocks, with people waiting three and four hours to see the Hall's show, which features "Easy to Love" on the screen and the traditional Christmas presentation on stage. The Hall's take zoomed to $184,000 this week, the fourth week of the dual attraction.

CinemaScope played to outstanding business both at the Roxy and the Rivoli. "Beneath the 12-Mile Reef" at the Roxy hit an estimated hefty $135,000 for its second week, which ended yesterday. At the Rivoli, "King of the Khyber Rifles" grossed a mighty $77,000 in its first week.

Three-dimensional films, too, were up among the big grossers. "Miss Sadie Thompson" at the Capitol headed for a big estimated $95,000 for its opening week, making it one of the Capitol's top grossers.

"The Eddie Cantor Story" at the Paramount rolled up the biggest first week straight-picture gross in the history of the theatre, with a take of $90,000.



Music Hall Lines Encircle Several Blocks



Throngs Storm the Capitol



Grosses Heavy at the Roxy

Goldwyn

(*Continued from page* 1)

a starter," to present something "specific."

Goldwyn told Johnston today he would "be very happy to present them (suggestions of code changes) fully to any meeting of producers which you may call to discuss" the subject.

Johnston, however, in a prompt reply to Goldwyn, apparently ruled out the possibility of any mass meeting of "producers," saying:

"As you may remember, our board of directors must act on any suggested changes in the association's Production Code. So I would like to repeat that it would be helpful if your specific suggestions could be put before the board at an early time. I am sure the board would welcome them as I would."

Samuel Goldwyn's proposal that the Production Code be "brought up to date" received the editorial approval of the New York "Herald-Tribune" yesterday. "It sounds like good, common sense," the H-T's editorial writer opined among comments which revealed little or no familiarity with the industry Code.

Fisher Writing 'Monster'

HOLLYWOOD, Dec. 30.—Columbia Pictures has signed Steve Fisher to write "Monster of the Deep," scheduled to go before the 3-D and Technicolor cameras in 1954. More than half of the picture will be photographed under water. Tests are now being made at Tarpon Springs, Fla.

Awards

(*Continued from page* 1)

critic in the United States whose reviews have been both constructive and beneficial to the industry.

For the first time, an award will be made to the best TV director and assistant director.

Also to be given this year will be the D. W. Griffith award for long and distinguished achievement in motion picture direction.

One award will be given for the most outstanding directorial achievement of 1953. A similar award to the assistant director will be presented.

Four awards for outstanding directorial achievement during 1953 and similar awards to assistant directors will also be given.

2-a-Day Normandie Policy for 'Coach'

A two-a-day reserved seat policy will be instituted next month by the Normandie Theatre here for the American premiere of Jean Renoir's "The Golden Coach," which stars Anna Magnani in her first English-speaking role. The picture will open on Jan. 21. It will be distributed by IFE Releasing Corp.

L. & G. Lease Drive-in

HARTFORD, Dec. 30.—Lockwood & Gordon Theatres have leased the East Windsor, Conn., Drive-in Theatre, heretofore operated by the Kupchunos Brothers. L. & G.'s acquisition of the property brings the circuit into the drive-in field in metropolitan Hartford for the first time.

'Living Desert'

(*Continued from page* 1)

topping by almost $2,000 any film to play the house, Samuels said. The initial week at the 1,300-seat Aladdin in Denver grossed $13,050, said to be the all-time high for any picture to play that theatre.

At the 800-seat Loop Theatre in Chicago, the first week of "The Living Desert" pulled $21,948, which was reported to be $2,000 in excess of the previous record. In its second week at the 600-seat Fine Arts in Los Angeles, the picture grossed $12,855, topping the first week's $11,750. In New York, the picture completed its seventh week at the Sutton with $12,450 and is reported to be heading for a $17,000 eighth week.

Record holiday business also was reported from the Sheridan in Miami Beach and the Playhouse in Washington.

'Cease Fire' to Get 12 'Military Premieres'

Twelve military-style openings have been scheduled by Paramount for "Cease Fire" in six cities during the first five weeks of the new year. Following a premiere in Newark, N. J., tomorrow, seven Los Angeles first-run houses will open with the Korean war drama on Jan. 13. The film will open at the Ontario Theatre, Washington, on Jan. 14, and on the next day it will bow at the Metropolitan Theatre in Boston. On either that day or Jan. 22 it will start at the Stanley Theatre in Philadelphia and on Feb. 4 will make its debut at Detroit's Palm State Theatre.

Fiberglass

(*Continued from page* 1)

pounds of metal cases and film reels.

The company claims that the fiberglass cans will last 25 per cent longer than the metal containers and that they have the same, if not greater, strength. It is further said to be buoyant, heat, cold and fire resistant and will not stretch, shrink or absorb moisture, as well as being weatherproof and shatterproof.

In addition to the film cans and reels, the company is making cases for the dairy, soft drink and beer industries and is preparing to market advertising display letters.

U. S. Fiberglass Industrial Plastics is headed by Harry Greenman, managing director of the Capitol Theatre here. Irving Brown is chief engineer.

Efforts to perfect a lighter film can have been going on for several years. Some containers have been made with plastics but their durability has not been tested.

Film Shares Strong

(*Continued from page* 1)

fractional gains and trading volume putting them among the market leaders.

Loew's, with 27,400 shares changing hands, was among the most active issues on the Big Board yesterday. It closed at 13¼ for a gain of ¼. Paramount was up ⅝, National Theatres, ¼; Republic, ¼; Stanley Warner, ⅛; 20th-Fox, ⅛; Universal, ⅝, closing at 19½; Warners, ½, and Technicolor, ⅛.

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